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THE UNIVERSITY OF ILLINOIS

NOV 27 1944

THE UNIVERSITY OF ILLINOIS

THE REPORTER

OF DIRECT MAIL ADVERTISING

A few notes about
October Activities

ALWAYS SLUTTING FOR THE BEST IDEAS

ELECTION COMMENT

This issue of *The Reporter* was delayed in going to press until the day after election . . . for many reasons. Right up to the last minute, *this reporter* did everything in his power to help defeat the men who misused the mail by cooperating with the Nazi propaganda scheme.

No need for us to elaborate here or report our feelings when the flash came through, "Fish concedes his defeat." That was a moment . . . to remember. Gerald Nye, who was a leading figure behind the scenes in BLACK MAIL, also took the road to oblivion . . . so did Stephen Day of Illinois, who will write no more books for the Nazi after Emily Taft Douglas, a courageous woman, takes his place. Other "cooperators" in the misuse of the mail were kicked out by their aroused constituents. Democracy works. It works slowly. **But it works!** The citizens of the Ham Fish district have proved it. Bless them . . . for their hard work.

Busbey, the largest and most flagrant misuser of the franking privilege during the election campaign was defeated in Illinois. Praise be!

The election campaign may leave many scars slow to heal. But let's hope they heal without too much delay. From now on it should be full speed ahead for Victory . . . and no punches pulled. *This reporter* will continue to turn the spotlight of publicity on anyone or any group which uses printing or the mail to delay, disrupt or depreciate the war effort. We will keep on fighting Black Mail.

DMAA OFFICERS

At the Annual Business Meeting of the Direct Mail Advertising Association, held Thursday evening, October 19th, Howard Korman, Manager of Merchandising and Sales Promotion, McCann-Erickson, Inc., New York, was re-elected President



Howard Korman

of the Association. Also re-elected were Edward N. Mayer, Jr., President, James Gray, Inc., New York, as DMAA Vice President, and Donald Macaulay, New York Manager, S. D. Warren Company, Boston, as Secretary-Treasurer. Roydon M. Barbour, Manager, Saturday Night Press, Toronto, was elected Canadian Vice President. The following were elected to serve as Directors for a three-year term: Dale Wylie, Sales Promotion Manager, Iron Fireman Manufacturing Co., Cleveland, Ohio; Carleton W. Richardson, Vice President, United Business Service, Inc., Boston, Mass.; Rich-

ard Messner, Vice President, E. E. Brogle & Co., New York.

Howard Korman, interviewed after his re-election, stated that he was very willing to take a second term for two reasons: (1) because the Association is running along so smoothly and efficiently, and (2) because Direct Mail is headed for its biggest boom in the postwar period.

A HARD GRIND

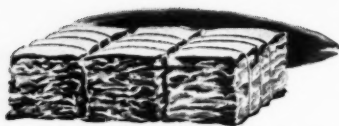
During the past month *this reporter* has been traveling around the country . . . making speeches before business groups, high school assemblies, political gatherings, ladies' clubs and all sorts of organizations. It has been a hard grind, but I have enjoyed it. I have learned for certain that people are interested in this subject of the misuse of the mail for disruptive propaganda. The most satisfying part of the trip was the discovery that the high school students are the most interested and appreciative. Perhaps that is where the real solution will come. The young minds haven't as yet been poisoned or permanently scarred by disruptive propaganda. Perhaps we should find some way to take the story to all the students of the country. But, it is too big a job for one man.

For the next month, at least, *this reporter* will keep his feet under his own desk.

H. H.

VOL. 7, No. 7. Report for OCT., 1944

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SAVE SCRAP PAPER . . .

BUY *Fight* PAPER



Paper is vital to victory. It is one of the most critical materials, a part of thousands of different necessities of war. Advertisers, radio, publishers and printers are urging the public to save every scrap of paper. Another big paper drive is just ahead, one which must sell Government paper worth \$14,000,000,000. What we put into these War Bonds will buy those necessities for our fighters. Let's all get behind this drive. We've done the job before. Now we will do it all over again, *and better!*



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers,
Tablet Writing and Papeteries . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

A DIRECT MAIL DAY

The DMAA, as you all know, held a One-Day Conference on October 20th at the Hotel Roosevelt, New York. It was by far the largest Direct Mail affair in many a year. Nearly one thousand people attended the meetings, or luncheon, or inspected the "Leaders." It was a fast moving day. And stimulating. The crowd and the enthusiasm were certainly omens of increased interest in this great medium of advertising and selling.

This reporter was busy "bizbuz-zing" with as many visitors, as possible. We couldn't sit still long enough to listen to all the speeches and be at all places where something was going on. So we asked two star reporters to summarize the proceedings. Lucille Hoke (Mrs. Henry) covered the morning program and Charles Konselman of Wickwire Spencer Steel Company, New York, made notes during his Chairmanship of the afternoon sessions.

Without further ado—we give you their summaries.

MORNING DIGEST

by Lucille Hoke

The annual Direct Mail Regional Conference got off to a flying start promptly at 10 P. M. under the deft shepherding of that old master of conventions—Horace Nahm of Hoo-ven Letters.

Few seats were empty on the ringing of the starting bell—and in no time—there was SRO. Direct Mail is either coming into its own with renewed enthusiasm to learn more—or a lot of folks hadn't anything else to do!

The Hendrick Hudson Room in the Hotel Roosevelt is just the place for such a shindig. Enter the lobby full of milling people . . . up a few more steps and in the oval reception hall . . . many familiar faces and many new faces peering at the now famous and familiar "Direct Mail Leaders".

On up a few more steps into the great hall and Edward J. Pechin is explaining that this year the entries are so numerous and so excellent that they have stretched the Leaders to include five more. So now

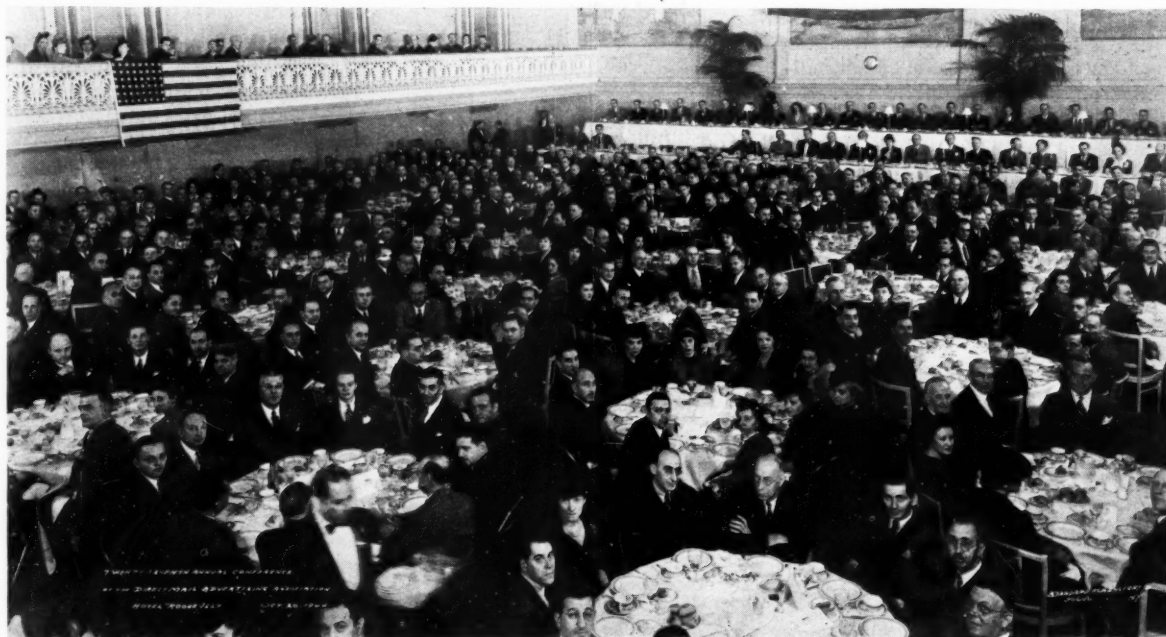
it is FIFTY-FIVE Direct Mail Leaders.

The high spot of the awards was the bestowing of the special plaque for "The Best Servicemen's Bulletin or Literature to Servicemen" accepted by Miss Helen Orne of Cel-etox Corporation, Chicago.

Congratulations to those among the winners for 1944. Maybe it has been a lean year for advertising—but not to us in Direct Mail. There is every evidence that our confidence has not waned in this year of war. Perhaps in this great field, we too are finding out the excellence and economy and real pulling power of the mails. Perhaps we've learned how to plan it better, use the short cuts and make it pay in ways that the plentiful peace years couldn't inspire.

The first speaker was warned by the chairman that he would be given his allotted thirty minutes and no foolin'. Chairman Nahm took up no precious time being an "able chairman"—said he'd always admired the brief ones and he was just that.

MORE →



A DIRECT MAIL DAY

(Continued)

McCULLOUGH

There was inspiration and enthusiasm in this first talk by Mr. James S. McCullough. Much of his material was not new—but his approach to the subject was fresh and sincere. In setting up his work in Direct Mail for his company he said he searched for someone who would “fall in love” with the job. It meant study and devotion. Then he scrapped 80,000 names on their master list and sent a young man out to build a new one among their industrial distributors. It took nine months to do the job and paid for itself in the same amount of time. Each name was carefully considered, against the old method of accepting “good names” by any and everyone concerned. In building such a list much was learned about the background of their distributors.

Armed with this intelligent approach—enthusiasm and “sparkle” was incorporated into every planned piece. Correspondence was order seeking. At all times the distributor was included—using his letterheads, keeping him in close touch with plant and ultimate customer.

As proof that such careful attention to details paid, Mr. McCullough increased his returns from the accepted 3 per cent to 10 per cent—and read a letter from one distributor acknowledging sales in industrial equipment which credited the Direct Mail campaign with a 40 per cent return.

BUCKLEY

Earle A. Buckley presented his talk in a unique “clinic” style. A touch of humor here with the subject of “Copy and Preparation of Direct Mail”. Sick patient consults “Dr. Buckley” for diagnosis of a whole series of Direct Mail pieces that failed. The ensuing conversation pointed up a few glaring mistakes commonly made. Failure to project oneself into mind and body of prospective reader. Finding out and knowing for sure how he is going to look at this proposition of yours. The unselfish approach in terms of what it might mean to the prospect. The next step is to decide whether the objective is Telling or

Selling. Then to say it sincerely and interestingly . . . remembering always that for the most part, people do not want to read copy, at least NOT in the beginning. If they read it all, it will be begrudgingly, and whether they read it at all will depend on the extent to which it has been written from their viewpoint.

To illustrate the Selling Type—here Mr. Buckley had his “Doctor” describe a hilarious case of selling the impossible—K-Rations to ex-Service men. First step was deciding on appropriate vehicle to carry message, and in this case chose a broadside. Throughout this whole presentation “anxious Patient” asks leading questions to allow “the Doctor” to explain cardinal points. To wit: The purpose of an outside headline is not to sell—but purely to arouse interest, to whet the appetite for more information—in short, to get them so excited they can't wait to break open the seal and look inside. “You can't do a good job of selling while the reader is fighting a strong desire to throw the piece away.”

Throughout the unfolding of this amazing campaign we gleaned these truths—let the outside cover carry only enough information to make opening necessary or urgent. The first inside fold should arouse interest and the inside spread should set the stage to make the sale.

MOLITOR

The third speaker of the morning, W. D. Molitor, gave several brilliant money saving, time saving examples that we strongly suspect more than paid for his listeners expenses for the day.

Sound council in this talk . . . so we are printing a number of sections from it . . . in his own words.

Excerpts from Better Direct Mail Production Through Better Production Technique

My suggestion is that you consult with your printer. Yes, yes, I know that's old stuff . . . you've heard it before, but I'm going to try to prove to you that it is worth while. Don't order your printer around like the office boy. Don't always try to get the greatest number of impressions for each dollar you spend.

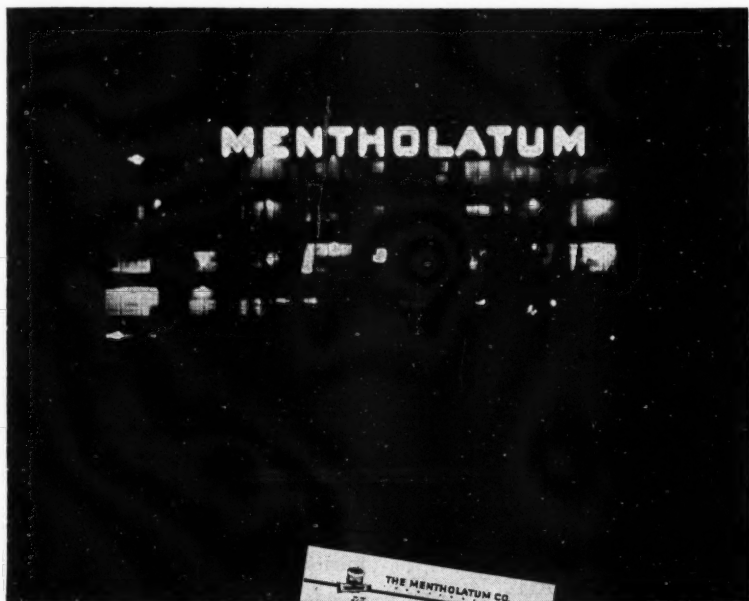
Work with your printer and let him help you see how effective an advertising piece you can produce for the money you have available. If you call in a half dozen printers and ask them how much it will cost to apply so much ink to so many sheets of paper, you can't expect to get more than their impression of the value of their time and equipment. That should not be what you seek. You are looking for results and he can help you. If you give the printer one dollar and he gives you one dollar, you each have only a single dollar; but if you give him an idea, and he gives you an idea, you each have two ideas. That makes better direct mail. Be sure that the printer you select is a good one . . . one who is capable of giving you ideas. This isn't a sales talk for the company I represent. There are other good printers besides Edward Stern and Company. Find one of them, and work with him.

I am not an expert at direct mail, because that sort of a man would be an expert at each of the crafts that make up printing, and besides he would be an expert in copywriting, layout, and probably would have several years experience as an account executive or advertising manager. Such a man would be hard to find, but you . . . the advertising man plus a good printer may do the work of an expert, if you work together.

I can't tell you the story of direct mail production in 30 minutes. I have made a suggestion that should do more than any course you could be given in any reasonable time. Now I am going to validate my suggestion by offering a few examples of how your printer can work with you and help you, if you will let him do it. I am going to describe several commonplace artifices of the printer's trade. They must necessarily be of a grammar school level insofar as printing is concerned. To explain more complicated ones would be to expect a greater knowledge of printing than we have any right to expect of an audience composed largely of men who create direct mail, rather than those who print it. There may be one or two men in the audience who will be familiar with and who practice all the artifices I am about to outline.

MORE →

Prominent Users of Strathmore Letterhead Papers: No. 52 of a Series



***does your letterhead
represent your traditions?***

From darkest Africa to the Far East... from the steppes of Russia to the Brazilian jungles... Mentholatum, the simple, effective, home remedy... has brought relief and comfort to millions. It's found in army post exchanges as well as every corner drugstore. Wherever Mentholatum is sold it is recognized as a superior medicinal product.

To represent its traditional insistence on quality, Mentholatum has long used Strathmore papers for its letterhead. For Strathmore, too, is recognized as a superior product everywhere. Your letterhead is your ambassador to your public. Now that lighter weight papers are a wartime necessity, quality becomes more important than ever. The Strathmore watermark is your assurance of that quality.

*Strathmore Papers for Letterheads: Strathmore Parchment,
Strathmore Script, Strathmore Bond, Thistlemark Bond,
Alexandra Bond, Bay Path Bond and Alexandra Brilliant.*

STRATHMORE MAKERS
OF FINE
PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF
**TODAY'S
PICTURE**

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

**FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT**

A DIRECT MAIL DAY

(Continued)

Undoubtedly everyone of you will be familiar with at least one of them. Which one I don't know, and it won't be the same one for all of you. I'm sure of that. Understand, these are not tricks. These are commonplace artifices of the printer's trade, and your printer knows them.

The Simplest Device

Let us start with one of the simplest of all artifices practiced by printers. It is a means commonly used by which an extra color can be introduced at no extra cost. In order to explain it let us assume that you are about to prepare a direct mail piece with a total of sixteen pages. Let us also assume that because of the size of the direct mail piece, and because of the size of the presses with which your printer is equipped, it is impossible for him to print more than eight pages on one form. Under these circumstances it will be necessary for your printer to use two forms. In other words, that job must go through the press twice to be completely printed. Under these conditions it will cost no more for you to use a second color than it would to use the same color throughout. The result of using this second color on the other side is interesting. We find that one side of a page is printed in red, and the other side is printed in black. When your booklet has been folded, stitched, and trimmed, it will come out with alternate spreads in different colors. This imparts a variation to the pages that may be valuable to you and has cost you nothing. The same, of course, is true if you plan on using two colors. You then wind up with either three or four colors, as you prefer. Your type may be all in black with a variable second color.

Conversion Process

Second let us discuss an artifice that is less well known but equally simple. How would you like to produce direct mail with four-color process illustrations without going to the expense of artwork and color-plates? It can be done through conversion, at very little expense to you. If you have not already done it, it's time to consult your printer

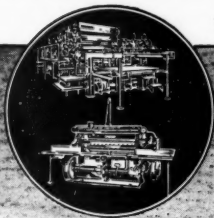
and let him work with you on the production of more elaborate direct mail at no additional cost. All of you are probably familiar with offset lithography and the beautiful color work that is possible with it, but let us take an example again so that we can more adequately explain this idea of conversion. Let us assume that your company has been running a series of four color advertisements in a magazine, or that you have been using four color plates in a letterpress catalog. This artwork has been paid for. Color plates have been made and paid for. That material has now outlived its usefulness, and since you have no intention of repeating the same advertisement those plates are probably ready for the scrap heap. Your printer, however, suggests the conversion of these valuable four color plates into direct mail pieces. The process is very simple and elastic. Your printer merely takes your four color plates, proves them in black ink, photographs the black proofs in line and is instantly provided with color separations for four color offset lithography. This proves the economy of the process. It is necessary to purchase no artwork, and it is unnecessary to buy color separations or color plates. Now for its elasticity. With offset lithography it is possible to cut those pictures apart and use only a portion of them or realign them and use two together. Perhaps the illustrations used in the magazine are too large to be practical for your direct mail. They can be reduced. That is no problem for your printer. He can enlarge or reduce them to meet your requirements. In this way you are provided with direct mail employing four color process printing, and all you pay for over and above the regular cost of your direct mail is whatever additional press time may be involved. Many interesting effects can be secured in this way, not the least of which is the fact that frequently the offset color work will be better than the original letterpress work. This is usually true when there is a reduction of size. The original color-plates were probably 120 line screen. A slight reduction will result in 175 or 200 line screen color reproductions, providing you with brighter highlights and deeper shadows. Be sure to talk to your printer about conversion. It's cheap; it's colorful; it's effective.

Split Fountains

Now let us take up a third artifice. This is one that is well known to all printers and probably to most of you. I am going to suggest merely a new method of handling that will provide you with a little closer control over its use. You are all familiar with the printer's trick of splitting fountain whereby he is able to print your direct mail in two, three or four colors at one time. Have you, however, ever asked your printer to provide you with an imposition sheet of your booklet before laying out your copy? If you have not, it might be very useful. Let us again assume that you are going to print a 16-page booklet, but this time, let us assume that all 16 pages are imposed on one side of the sheet and that the printer is using a work and turn form. We now find, because of the requirements of the bindery, that pages 1, 4, 5, and 8 will be printed in yellow, pages 13, 12, 9, and 16 in red, pages 14, 11, 10, and 15 in green, pages 3, 6, 7, and 2 in blue. If your printer provides you with this information, or if an imposition sheet is provided showing where each of these pages will be on this form, you may find it distinctly to your advantage to rearrange certain pieces of decorative artwork in order to take advantage of a particular color which lends itself more readily to one color design than to another. Split fountain is at its best, however, when it is used as a second color. Here you have all the readability of the black type, and the variation and punch that comes from using the second color for decorations, halftones, or reverse blocks of type. This use does have its limitations though. Because of technical limitations, it is necessary for your printer to have a three inch space between the colors applied. This means a heavy waste of paper, and consequent increase in cost, unless care is taken to keep the second color within stipulated boundaries. This becomes no problem at all for the smart advertising man once he is provided with an imposition sheet of the job showing where the color channels must be held. With this information he can lay out his direct mail in three or four colors, at the usual cost of two colors, and take full advantage of his color

MORE→

POSTWAR PRESSES AND CUTTERS



THE immediate prewar products of Harris-Seybold were the best on the market. Years were required for their development. When the war started, a redesigning program had been only recently completed. Working under extraordinary conditions, Harris-Seybold equipment has delivered outstanding wartime service. It had to be *right* to do its job.

As always, before new Harris-Seybold equipment is released, it will be tested and proven to protect your investment and maintain our standards. We will continue to build into our postwar machinery the pioneering experience of Harris-Seybold and Potter—the “know how”. There is no substitute for leadership based on cumulative experience.

*Taking the Industry
into our Confidence*

HARRIS • SEYBOLD • POTTER COMPANY

HARRIS DIVISION
CLEVELAND 5, OHIO

Manufacturers of
OFFSET LITHOGRAPHIC • LETTERPRESS AND
GRAVURE PRINTING MACHINERY

SEYBOLD DIVISION
DAYTON 7, OHIO

Manufacturers of
PAPER CUTTERS AND TRIMMERS • KNIFE GRINDERS
DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

A DIRECT MAIL DAY

(Continued)

areas without guesswork. And speaking of split fountains, how many of you are familiar with the unusual and startling effects that are possible with a rainbow sheet? A rainbow sheet is merely one that has been run through a press with a split fountain, but without dividers in the fountain. Using this system the pressman puts three or four colors into his fountain, and permits them to stream out, and blend with each other. This provides a rainbow effect, and if used in a booklet is almost complete assurance that no two pages in the booklet will have the same colors or combination of colors. This dynamic artifice will put new pull into your direct mail; let your printer tell you how to use it.

Go to the Fellow Who Knows the Tricks

Before you definitely make up your mind as to the size and shape of your direct mail be sure to consult your printers. Other than the reasons already mentioned, there are other valid ones. For example, you may have decided on a direct mail piece with a fold requiring a hand operation in the bindery. It may make little or no difference to you how it is folded as long as your purpose is served. If your printer can suggest another means of folding so that it can be done entirely by machine, the saving in dollars and cents may be very great. Let me give you an example of this. Some time ago we were asked to reprint a folder previously done by another printer. We looked the job over, advised the customer that we had no equipment to provide him with the exact fold he requested without a hand operation, and suggested a slightly different fold with a consequent rearrangement of his copy. He was perfectly agreeable and stated that the change made no difference to him. We then estimated the job and submitted our bid. Upon receipt of the bid he immediately telephoned us and asked us to check our figures because our total cost for printing and folding was less than his previous cost for folding alone. It was unnecessary for us to change our estimate in any way because we had

eliminated the most expensive item in his previous job, the hand operation.

Now let us assume that you are preparing a 128 page catalog. Before definite instructions as to size are given to your printer, be sure that he checks to see that this size cuts economically from the most advantageous sheet of paper. Perhaps a reduction of $\frac{1}{8}$ " in your page size will permit him to use a more economical sheet for printing. Perhaps a reduction of $\frac{1}{8}$ " in your page size will sufficiently decrease your mailing weight so that a resultant saving in postage is effected. Another suggestion . . . make certain that the distribution of color throughout your book is as economical as possible. Let us assume that you require 16 pages using 4 colors, and that the balance can be done in 2 colors. It is entirely possible that your printer can put these 16 pages on one color-form and bind them into position in the book at a saving to you, the increased cost of binding being more than offset by the decrease in press time.

When your direct mail uses halftones, make certain that your printer provides you with proofs of these halftones on the paper to be used in your booklet and printed with the ink to be used. This will provide you with an opportunity to see exactly how the halftones will look when printed, and permit you to make any changes necessary before it becomes impossible or costly.

If you are in the habit of producing similar direct mail folders on a monthly basis, it may be to your advantage to consider printing two, three, or four of them at one time instead of producing a new piece each month. This will provide you with a net saving both on the cost of paper and on the cost of electros.

When planning your direct mail campaign, don't forget your envelope. Frequently a decision as to the envelope to be used is put off until all other arrangements have been made, or until printing is started. You know as well as I do that the envelope is the first impression your prospective customer gets of you. If your direct mail is worth printing it deserves a good presentation, and the envelope should be as attractive and well planned as the

piece it contains. Plan your envelope when you plan your promotional piece.

Give a great deal of thought to the type of paper on which your direct mail is printed. I know that right now the paper situation is bad and that frequently we are glad to take whatever is available. However, we're talking about direct mail in the postwar world, and we must assume that a wide variety of papers will again be available. Study the use to which your printing will be put. Is it going to be used in a factory by a machinist, or will it be read by an executive? Is its purpose to increase the prestige of your organization, or will it be constantly used for reference? These decisions make a great deal of difference in the type of paper to be used, and your printer can help you in the selection of one to serve your purpose.

I'm certain that much of what I have said is old stuff to most of you. You are familiar with it at present, but many of you, although familiar with these artifices, have not employed them adequately and to their full advantage. It's one thing to know about these means of producing better direct mail, and it's something else to utilize them to their full extent.

MADDEN

E. D. Madden, Vice-President of McCann-Erickson, Inc. was scheduled as the fourth speaker. He had just returned from Hollywood, where an overdose of lights had temporarily affected his eyes so that a reading of his carefully prepared manuscript was impossible. Howard Korman pinch-hitted on the reading of the topic "How Can Direct Advertising Attain A Better Standing In The Media Picture?"

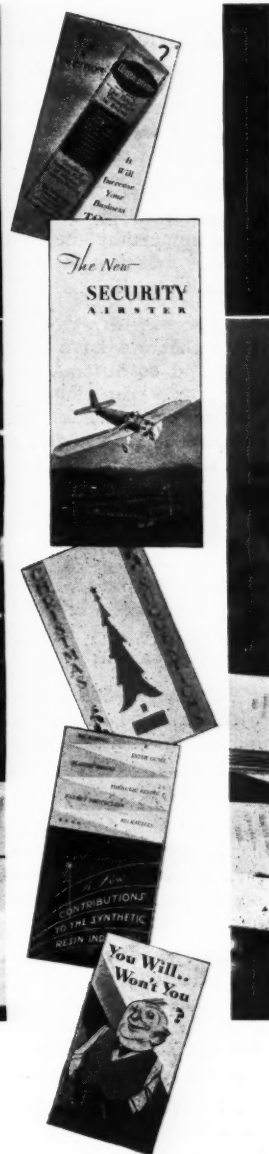
After reviewing the available published figures on dollar volume of all forms of advertising, the Madden thesis called for more research in the Direct Mail field. Since this subject will become of increasing importance in the days ahead, we are quoting most of the material ideas presented:

You are probably aware of some of the vast amount of research and

MORE→

*"If I could only think
of something New!"*

THE reconversion and post-war periods will test the ingenuity of the advertising idea man. New distribution programs . . . new types of products . . . new competition . . . will call for fresh new advertising ideas. For folders, broadsides, special announcements, booklets and catalogs, Appleton Coated colorful "idea papers" can help you do an outstanding job.



REMEMBER THESE COLORFUL PAPERS IN PLANNING AHEAD

Woodbine DUPLEX

Two-Tone Enamel and Post-Card

POLYCHROME

Tinted Dull Coated Book

WOODBINE

Colored Enamel

SUPERTUFF

Coated Cover
for mechanical bindings

DULLCHROME

Colored One Side

Some of these unusual papers are now available in limited weights and quantities. When restrictions are lifted the complete lines, in full range of colors, weights and sizes, will again be offered—and in even finer quality than before.

Portfolios of ideas for your future planning (containing samples of the papers you specify) will be gladly sent upon request.

THE APPLETON COATED PAPER COMPANY

4411 WISCONSIN AVENUE — APPLETON, WISCONSIN

A DIRECT MAIL DAY

(Continued)

study constantly going on to determine the value and effectiveness of the media with which Direct Advertising is in competition.

But let us go over some of the most important methods that are used to measure the value of these media. . . .

To begin with we have elementary tools that we have been using so long and so automatically that we are hardly conscious of their existence—nevertheless they are fundamental. We couldn't get on without them.

I refer to **A.B.C.** which gives us an actual audit of circulation of magazines and newspapers.

Media Records which make possible comparison of newspaper with newspaper, city with city, and market with market;

Publisher's Information Bureau which gives us advertising space and money in national magazines and time and money on radio and spot programs;

Standard Rate & Data which publishes rates, mechanical requirements, etc. of all magazines and newspapers available for advertising.

These are the fixed, or we might say scientific, measuring sticks we rely upon in advertising. Without them the placing of advertising—the selection of markets would be a hit or miss operation.

Now let us look at what is being done to measure the value of the various **media** in the advertising field. . . .

Newspapers

Continuing Study of Readership

Six years ago the checking of newspapers for readership was started. Four metropolitan daily newspapers are checked for readership each month with 500 face-to-face reader interviews being made on each paper (250 men and 250 women.) Readership figures are reported on the majority of all national and local advertising and editorial material.

Considerable information on the subject of reader traffic is contrib-

uted. One of the important results of these surveys is that an average reader traffic expectancy for each type of page in a newspaper is determined.

Magazines

For 12 years Starch and Associates have been checking magazines for readership. This company is currently checking a list of 20 publications with over 12,000 face-to-face interviews being made with readers each month. Interviewing is conducted in eight major geographic areas with a quota in each paralleling the combined urban circulation distribution of the magazines providing the basis for this study. General circulation data on each publication is supplied, as well as facts and figures on readership, cost of ads per reader, and much other valuable information.

The former Clark reports on newspaper and magazine readership have been replaced by B. H. Grant who reports on newspapers only.

Radio

In the radio field there are five major services to assist in evaluating this type of advertising.

The C. E. Hooper Organization since 1934 has used the telephone coincidental method which has now been universally accepted as standard for radio audience measurements. Hooper not only measures program audiences, but also audiences of specific radio stations.

Additional services are: Data on sponsor identifications and audience composition per listening home.

The C.A.B. (Cooperative Analysis of Broadcasting) is a cooperative enterprise financed and directed by advertisers, networks and agencies. Bi-monthly reports on listening in 81 cities (sampling all cities over 50,000) are furnished.

The Pulse (Director, Dr. Sidney Roslow) furnishes regular surveys on listening in New York City and Philadelphia. Audience measurement is done by personal interview, thus it is not limited to telephone homes. As the interview covers listening over several hours, one can learn from The Pulse where a given program inherits its audience.

Industrial Surveys, Inc. (Director, Samuel Barton) bases its operation on a panel of about 2,000 families, well distributed all over the U. S. These families keep an accurate purchasing record and in addition report their radio listening and reading habits. By relating their purchasing to their exposure to radio and magazines, valuable information can be obtained. This panel covers rural as well as urban, and non-telephone as well as telephone homes.

The Nielson Radio Index, is a service based on mechanical records. The machine that does the recording is known as an Audimeter.

The Audimeter is installed in each home where it automatically registers a continuous minute-to-minute record of what the family listens to.

The service furnishes records of non-telephone as well as telephone users, and it includes rural as well as urban listeners. It supplements the services of Hooper and C.A.B., both of whom are confined to telephone subscribers and city audiences.

The amazing record of continuous minute-to-minute listening as compared with the snap-shot records of the other services is of great value obviously.

The present Nielson sample is comparatively small because of war limitations on manufacturing the machines. At present it covers about 700 homes in a cross-section of the East and Mid-West.

By the use of these various services, an advertiser can learn whether he is reaching people whose age and sex make them potential customers and whether other competing programs have the type of listeners he wants and needs. He can learn whether his program is improving, standing still, or slipping, and also what is happening to similar and different types of programs.

Car Card Study (To start this Fall—1944)

The Advertising Research Foundation has been conducting experimental work in order to develop a method of measuring car card observation.

MORE →

"Best possible substitute

for a streamlined train" says



Jay M. Reibel

Advertising Manager
AMERICAN CAR AND
FOUNDRY COMPANY

"Our representatives," Mr. Reibel points out, "cannot carry a railroad train in their brief cases. So this booklet was designed to show, in streamlined typography and art, the lengths to which we have carried streamlining in modern transportation.

It is entirely hand set, and we feel that the ATF types we chose are not only functionally correct, but also have been wonderfully adaptable in creating the stylistic effect we wanted. The smartness and legibility of News Gothic Condensed text is enhanced by the modernistic treatment. Well-spaced Railroad and Alternate Gothic heads and judicious touches of Commercial Script relieve severity while preserving dignity. ATF types must be very soundly designed for such dissimilar faces to supplement each other so well."



Have you a copy of the ATF Red Book of types?

If not, send for one on your letterhead. Also, single page showings including complete alphabets of the following and other ATF faces.

Bernhard Modern Roman

Lydian Cursive

Onyx

EMPIRE

BALLOON BOLD

AMERICAN TYPE FOUNDERS

THIS ADVERTISEMENT IS SET IN NEWS GOTHIC CONDENSED, KAUFMANN SCRIPT, AND SPARTAN BLACK

ATF

200 ELMORA AVENUE
ELIZABETH B, NEW JERSEY

A DIRECT MAIL DAY

(Continued)

As a result of this experimental work, the Foundation has decided to conduct, in cooperation with the National Association of Transportation Advertising, a continuing study of car card observers in selected cities.

The general objective is to provide a proved measure of how many people see and get a measurable impression of a typical car card advertisement, projected to the total local market.

If it is thought necessary to go to such lengths, spend so much money and time to measure and prove effectiveness in these fields, why, as a competing medium shouldn't Direct Advertising consider taking steps to do some measuring of its own?

If research did bring forth some exciting statistics and if the facts revealed Direct Advertising as a most effective and valuable medium, as I believe they undoubtedly would, wouldn't the attitude of people who are not appreciating or using Direct Advertising change?

It has been said that advertising agencies aren't interested in Direct Advertising, perhaps some are not. People as a rule are not favorably impressed until they are acquainted with the subject.

If agencies and advertising managers were confronted with indisputable proof of the effectiveness of Direct Advertising their interest and consideration would naturally result, and if, as would undoubtedly be the case, the preparation of Direct Advertising was given the same care and testing that newspaper and magazine advertising is, the tone and effectiveness of Direct Advertising would be greatly enhanced.

To see what is involved in undertaking to measure the effectiveness of Direct Advertising let us consider a company like General Electric for example. Suppose they sent to their electrical dealers 50,000 pieces of Direct Mail selling electrical kitchen equipment, and say they sent 20,000 dealers a window display describing the virtues of Mazda lamps.

How can a check be made on the Direct Mail to see:

A. If the person to whom it was addressed got it.

B. If he read it.

C. If he acted on it.

Whether or not the dealers used the window display can be checked but can it be found out:

A. How many people looked at the displays.

B. How effective they were in selling lamps.

C. Could the effectiveness of G.E.'s displays be checked against those of Westinghouse's which came a week later?

It seems well nigh impossible to obtain reliable data on such questions as these. However, the problem of working out methods of handling the continuous study of Readership Interest for example seemed as great before a way was found to solve them.

Problems of varying nature, many seemingly impossible until long study revealed a way, were encountered in checking newspapers and radio readership and listening.

Because similar problems were solved in other fields, I feel sure that Direct Advertising can devise a way to measure its own effectiveness.

To do the necessary research and set up a workable method of operation in the Direct Advertising field will be a tough assignment—perhaps harder than some of the accomplishments we have recorded.

It will require patience, too, before results are obtained, but it will be worth the time, effort and money.

Speaking of patience, it was six years ago that the National Association of Broadcasting set up a committee to do Radio Research. Now after all this research they are ready to start a continuing study of radio listening areas of all the broadcasting stations in the country. They will spend a million dollars a year to obtain this information.

More and more research is being employed to determine action. Campaigns are planned only after the most exhaustive research and studies have been completed. Particularly is this so in view of the

upsetting of conditions which existed before the war.

Direct Advertising is a part of the changing picture whether or not we realize it. And more than ever, there is a need of assembling and analyzing the facts that are the basis for economical and effective sales and advertising policies.

Direct Advertising should therefore take steps to get its rightful place in the sun.

So you see much patience has been expended to learn the strength and weaknesses of other media but Advertising Age says little has been done to study Direct Mail from standpoint of readership.

It's an interesting fact that with all the readership surveys and other techniques for measuring the value of publication advertising now in vogue, little has been done to study Direct Mail from the standpoint of readership. Considering the huge expenditures for this type of promotion, it is evident that here is a great field for study still to be explored.

Most Direct Mail campaigns are considered from the standpoint of immediate direct returns. This is no doubt a good practical measurement, since most advertising in this category has for its purpose the development of orders or inquiries. But since there are other values involved, actual measurement of reader interest and general effectiveness would be most helpful in planning further efforts in the same field.

A large manufacturer who has been bombarding a certain industry by mail for a number of years without much direct result recently decided to survey the market and find out how his efforts had been received. In most cases any action from Direct Mail effort is taken through the jobber, so that the advertiser has not been in a position to measure results.

The advertising agency arranged for a field survey, with personal calls on the buyers who had received the series of mailing pieces over a considerable period.

The report which the advertiser received covered such questions as

MORE →

A DIRECT MAIL DAY (Continued)

whether the material had been received, whether it had been kept, and whether any of the advertised products had been bought through the jobber. In a high percentage of cases the replies were favorable, indicating that the Direct Mail effort had been successful. At the same time there were comments and suggestions regarding its character and contents which will be useful to this advertiser in laying out a more productive Direct Mail program for 1945.

Editorial Note: It is to be hoped that the DMAA will appoint a Committee to study the problems of measuring the effectiveness of direct advertising.

LUNCHEON

We will not attempt to report the luncheon. Just an old-fashioned get together of the Direct Mail clan. About nine hundred overflowed the ballroom. All the dignitaries and cooperating Association Secretaries were introduced. The Mayor sent City Comptroller McGoldrick to make his speech since LaGuardia had to be in Washington. Special emphasis was given to celebrating the Twenty-fifth Anniversary of the Mail Advertising Service Association . . . cooperating with the DMAA in staging the One-Day Conference.

AFTERNOON SESSION

Direct Mail Advertising Association Meeting

Hotel Roosevelt, New York
Reported by Charles Konselman

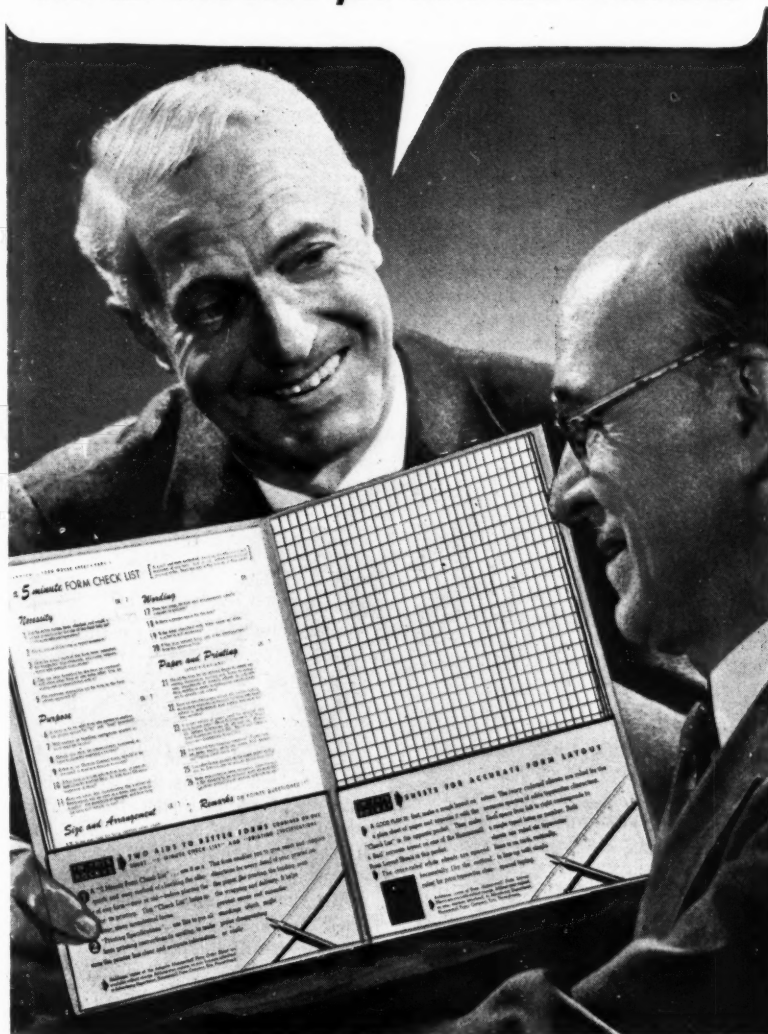
With every speaker an outstanding authority in his field, the afternoon session of New York's Direct Mail Day continued the fast pace set by the morning and luncheon meetings. Every minute packed with interesting, profitable "meat," those in attendance were unanimous in their opinion that the second session topped off the best DMAA meeting ever held.

Promptly at 2:45 P. M., the session was opened by Sessions Chairman Charles B. Konselman who introduced Edward N. Mayer, Jr., President of James Gray, Inc., and Vice President of the Direct Mail Advertising Association.

MORE →

THE REPORTER

IF YOU ORDER PRINTING— this kit will save you time and headaches



MANY BUYERS OF PRINTING know the Hammermill Form Designing Kit as a helpful time and trouble saver. Let us send you *your* kit. It will help take the guesswork out of your printing orders. It may avoid costly delays which often result from faulty instructions to your printer. It contains:

(1) "5-Minute Form Check List"—

a quick method for checking the efficiency of any form, new or old.

(2.) Printing Specification Sheets—providing for instructions that are complete, accurate, easy to interpret, and which leave little room for mistakes.

(3.) Layout Sheets, both pica- and elite-spaced—useful aids for the designing of forms in the exact size and shape required.

Send for this convenient timesaver today. Just mail the coupon.

Hammermill Paper Company
Erie, Pennsylvania

Please send me—free—the new "Hammermill Form Designing Kit" and include a copy of the management-idea book, "How to Design a Business Form."

Name _____ Position _____

(Please attach to your company letterhead)

RDMA-OC

A DIRECT MAIL DAY

(Continued)

About the Post Office

In customary lucid and explicit style, Mr. Mayer on the subject "Over 32,000,000,000 Pieces" discussed the gigantic Post Office operation with particular reference to its influence on Direct Mail advertising.

The Post Office, according to the speaker, is handling during the war years, not only the greatest volume of mail of all kinds in history, but is doing the job with maximum efficiency and with fewer employees. It was pointed out also that the Post Office Department has even in normal times many less men and women working than any other major government agency.

Although as Mr. Mayer pointed out, quoting from one of the earlier Postmaster Generals, the Post Office Department should not be expected to show a profit but should be run for the convenience and welfare of the country's citizens, during the last few years through efficiency and economy, substantial net profits have been realized. These of course accrue to the taxpayer.

In speaking of Post Office rules and regulations which if properly understood help Direct Mail advertisers cut costs and increase the pulling power and returns of their mailings, Mr. Mayer stressed two important points. First, third class mail from New York for out-of-town points should be mailed if possible at certain Post Offices in order to secure a time saving of as much as 48 hours. Similarly, fourth class mail for various points should be posted at specific places. A schedule of these mailing points from New York for third and fourth class mail are as follows:

Points of Mailing for 3rd Class

Morgan Annex	General Post Office
Alaska	New Jersey
California	Pennsylvania
Idaho	Virginia
Illinois	Brooklyn
Indiana	Long Island
Iowa	Staten Island
Michigan	(Direct Sacks for
Minnesota	New England States)
Montana	
Nebraska	
Nevada	
North Dakota	
Oregon	
South Dakota	
Utah	
Washington State	
Wisconsin	
Wyoming	
Foreign	

General Post Office R.R. Platform

Alabama
Arizona
Arkansas
Colorado
Delaware
Florida
Georgia
Kansas
Kentucky
Louisiana
Maryland
Mississippi
Missouri
New Mexico
North Carolina
Ohio
Oklahoma
South Carolina
Tennessee
Texas
Washington, D. C.
West Virginia

Grand Central Annex

Canada
Connecticut
Maine
Massachusetts
New Hampshire
New York
Long Island City
Rhode Island
Vermont
*All Direct Sacks for
New England States
should be deposited at
the G. P. O.

Points of Mailing for 4th Class

Morgan Annex	General Post Office
Alaska	New York State in-
Chicago, Ill.	cluding New York
Canada	City
Colorado	(Except Long Island)
Idaho	North Dakota
Iowa	Oregon
Michigan	South Dakota
Minnesota	Utah
Montana	Washington State
Nebraska	Wisconsin
Nevada	Wyoming
New Jersey (except	Foreign
Newark, N. J.	
Jersey City, N. J.)	

General Post Office

Alabama
Arizona
Arkansas
California
Connecticut
Delaware
Dist. of Columbia
Florida
Georgia
Illinois
(Except Chicago)
Indiana
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Mississippi
Missouri
New Hampshire
Newark, N. J.
Jersey City, N. J.
New Mexico
Long Island, N. Y.
North Carolina
Ohio
Oklahoma
Pennsylvania
Rhode Island
South Carolina
Tennessee
Texas
Vermont
Virginia
West Virginia

The second important point Mr. Mayer stressed was that advertisers become familiar with the various rates, kinds of mailing, and their uses. For example, he pointed out a Special Delivery and Special Handling stamp should never both be used on the same piece of mail. This results in absolutely no speeding up of the mailing and of course increases the cost.

The fourth class mailing of catalogs was also cited as an example by Mr. Mayer as a regulation which properly understood and acted upon is very advantageous to the producer and distributor of books of this type. While the regulation states that in order to be eligible for fourth class mailing rates the books must be identical, the Post Office Department interpretation of the word "identical" is physically identical. It does not mean identical in context. As long as size and weight is the same, two catalogs on entirely different subjects are construed as being eligible for fourth class mailing privileges provided the

other specifications are correct including minimum number and maximum number of pages, type matter, etc.

For some time, many people have been interested in the proposed plan to inaugurate a postal note system in the United States. Mr. Mayer announced that effective January 1st, the United States Post Office would make this new service available domestically. Briefly, the postal note is a convenient inexpensive type of negotiable paper, similar to a check in many features. They will be available for purchase in every denomination at any Post Office upon the payment of a small fee which varies with the denomination of the postal note. Once purchased, they are valid for sixty days from the purchase date and may be used in the payment of all obligations just as checks or money orders are. Their advantage lies in the ease and simplicity with which they may be purchased and the fact that they are negotiable unlike regular Post Office money orders.

About Mailing Lists

Of particular interest to the audience was the panel discussion on mailing lists during the reconversion period. Headed by James M. Mosely, President of the Mosely Selective List Service, Boston, this discussion covered the various fields and problems of mailing lists. Mr. Mosely introducing his speakers, outlined the problems and necessity for careful checking and revamping of most mailing lists at the present time. Stressing the many changes brought about during the war, he pointed out that even a list which is theoretically 100% accurate today may contain a large percentage of inaccuracies in names and in addresses after a comparatively short time. The whole business cycle has stepped up its pace which naturally affects mailing lists. Recommending a 75% increase in company sales quotas over 1940 sales totals to meet marketing opportunities after victory, he stressed the necessity for forward-looking planning and thinking. "We must blaze new trails. Only the beaten follow beaten paths."

Mr. Mosely's panel of experts, each of whom discussed various

MORE →

A DIRECT MAIL DAY

(Continued)

phases of lists and their use, included Charles B. Mills, O. M. Scott & Sons Co., Marysville, Ohio; Arthur Martin Karl, New York; Lester Suhler, Look Magazine, Des Moines, Iowa; A. Gardiner Gibbs, McGraw Hill Publishing Co., New York; Virgil D. Reed, J. Walter Thompson Co., Advertising Agency, New York.

The audience was particularly interested in Mr. Mills' outline of the Direct Mail procedure used by O. M. Scott & Sons in connection with the solicitation and sale of grass seed. Calling for increased advertising budgets, he said, "Very few spend all they can afford to spend to get new customers."

Dr. Reed of J. Walter Thompson Company discussed pertinent statistics and research in connection with population shifts and trends during the war period and how they affected mailing lists. Subjects of the other speakers on the panel included an outline of mailing list brokers activities, mailing lists and their use by Look Magazine, and a discussion by Mr. Gibbs of McGraw Hill's experience with rapidly changing industrial mailing lists.

About Mail Order Selling

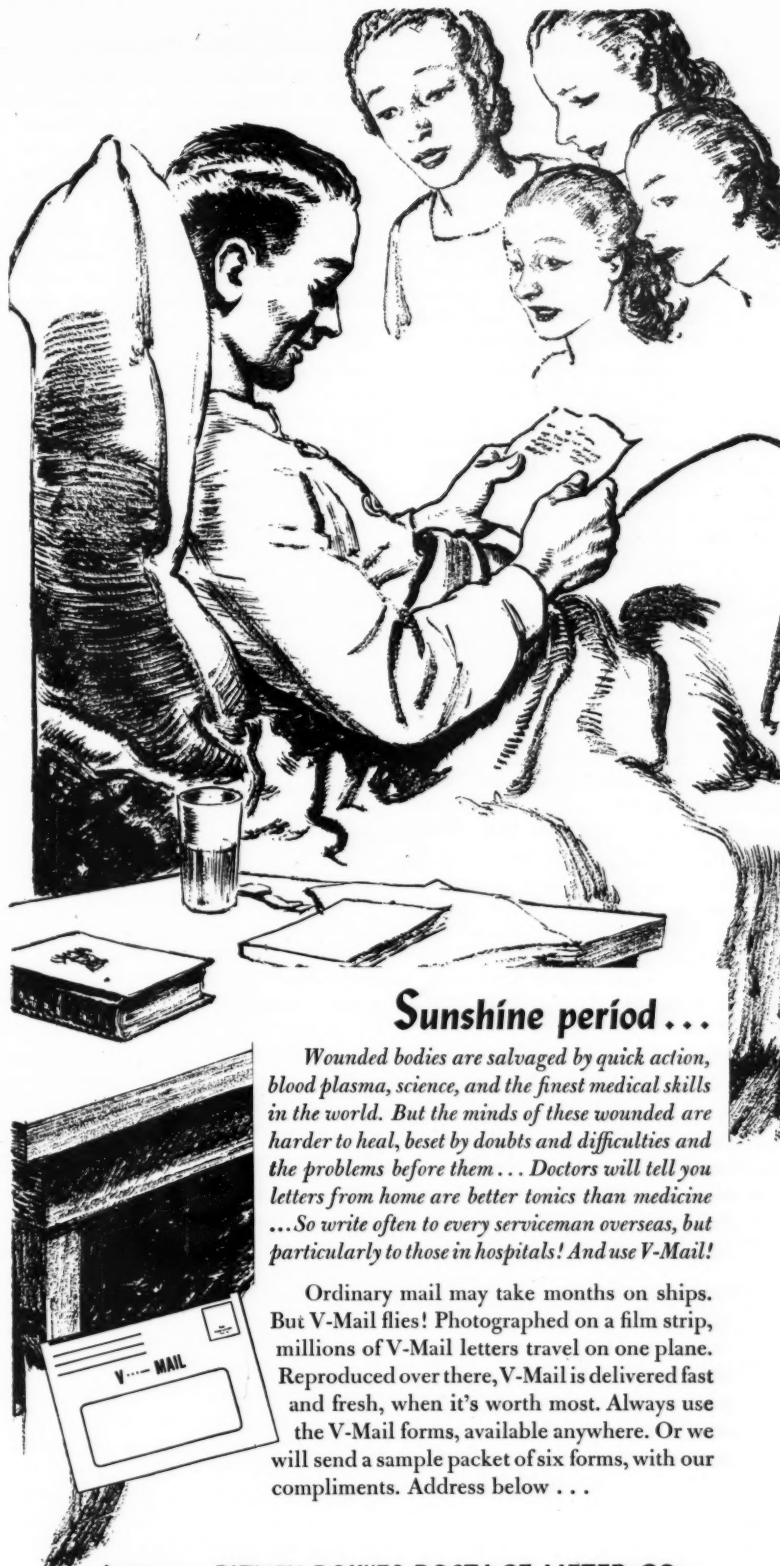
Enthusiastically welcomed by the audience, well known Frank Egner, Vice President of the McGraw Hill Book Company contributed in full measure to the session with his observations and comments on mail order selling, practices and psychology of today. Outlining his experiences in daily feeling the pulse of mail order trends—appeals, results, pitfalls and suggestions—Mr. Egner stressed the need for modern, forward looking mail order selling.

Commenting on his own experience, he said that although he has constantly been hearing from many quarters that the country's Post Office system is being flooded with Direct Mail material of all kinds, it is his personal observation that not a great deal of Direct Mail per capita is being sent out.

In his own case for example, he stressed that it was unusual for him to receive more than two or three solicitations of any kind in any morning's mail. In connection with

MORE →

THE REPORTER



Sunshine period...

Wounded bodies are salvaged by quick action, blood plasma, science, and the finest medical skills in the world. But the minds of these wounded are harder to heal, beset by doubts and difficulties and the problems before them... Doctors will tell you letters from home are better tonics than medicine... So write often to every serviceman overseas, but particularly to those in hospitals! And use V-Mail!

Ordinary mail may take months on ships. But V-Mail flies! Photographed on a film strip, millions of V-Mail letters travel on one plane. Reproduced over there, V-Mail is delivered fast and fresh, when it's worth most. Always use the V-Mail forms, available anywhere. Or we will send a sample packet of six forms, with our compliments. Address below...



PITNEY-BOWES POSTAGE METER CO.
2082 Pacific Street, Stamford, Conn.

Originators of Metered Mail, world's largest Manufacturers of Postage Meters, which print postage for business mail... now devoted to war production.



A DIRECT MAIL DAY

(Continued)

this, he pointed out that there must be millions of other people like himself who have retained the same business and home addresses for considerable periods, who are definitely in the market for a wide variety and assortment of merchandise and who could be successfully solicited by Direct Mail if advertisers would dig in and produce and distribute proper Direct Mail appeals.

Again stressing the theme that action is necessary—just as necessary in Direct Mail selling as in any other business activity—Mr. Egner pointed out that talk and discussion of post-war business which would provide a maximum employment is only talk unless it is implemented by the working of the plans being made—that is action to set the business cycle in motion and keep the various parts of it fully occupied producing with maximum efficiency.

"Every last bit of energy, imagination, ability must be used or the whole national miracle of production possibly will taste like ashes in our mouths. Production has displayed its ability. Are we going to admit our ability is less than theirs?"

"We selling people must be aware of this responsibility. We can't supply boys with jobs unless we supply sales that make jobs. Sure, people have more money than ever before, but when hard times come people hoard more. Our job is to convince, entice and bludgeon the public to spend, spend, spend so that it will always have more money to spend. Otherwise, the government will start to take over production, will determine when, where and how we shall work. How to get the nation to meet the challenge? Climb down from your high office, reduce your complacency, get on your knees, get hot. For we mail order people have one of the biggest opportunities ever.

"We must make Direct Mail more efficient: better, brainier copy, interesting, imaginative, reflecting an understanding of what makes people buy. Search out the forgotten prospect who, I believe, doesn't get enough Direct Mail, anyway. Mail order is the follow-up boy—the closer—and any advertising not so supported is missing a bet."

About House Magazines

The discussion on the growth and trend in the use of house magazines by Mr. K. C. Pratt of the House Magazine Institute, New York, was a fitting close for this outstanding Direct Mail meeting.

Mr. Pratt as editor of the popular house magazine "Stet," which is distributed to more than 8,000 house magazine editors throughout the country, was eminently well qualified to give the Direct Mail Conference a complete and thorough analysis of the present house magazine picture. Said Mr. Pratt:

"Five years ago house magazines were still 'House Organs.' They were still the step-children of industry, often ill-begotten, generally ill-nurtured, consequently ill-equipped to do a man-sized job. Today, they are grown stalwart; they have made a place for themselves upon the American industrial scene. As one of the strong arms of public relations, they have performed Spartan service during these last three war years.

"They will continue when the war is over to build upon the firm foundation which they have established."

During the war, house magazines have demonstrated their great usefulness as a medium for the successful prosecution of the country's war aims. They have been effective morale boosters helping to put over the various war programs that have been particularly effective in maintaining excellent goodwill and relationship between war manufacturers and customers and dealers they have been no longer able to serve.

Discussing surveys on the extent of house magazine publications in the United States and Canada at the present time, Mr. Pratt said that his organization estimates "that there are today being published in the United States and Canada a total in excess of 6,000 company publications of all types. This is the first time I have used this figure anywhere; it is the result of the most careful analysis and is believed to reflect as accurately as it is now possible to be the true numerical peak in the growth of house magazines up to this date."

Concerning the future of house magazines, the speaker was most optimistic.

"Perhaps any prediction concerning the future of the house magazine should be hedged to some extent because of the faint aura of business uncertainty. To a large extent, the future of the house magazine is bound up with the future of American business. So long as American business continues as a free enterprise, there will be need for good public relations. So long as there's a need for good public relations, business will hardly be inclined to abandon an instrument which has proven almost by lifting itself with its boot-straps, to be such an effective one as the company publication."

The afternoon session and the DMAA's most successful conference was brought to a close by Howard Korman, President of the Direct Mail Advertising Association. In his concluding remarks, Mr. Korman expressed the hope that those in attendance had realized a full measure of benefit and value for the time spent and expressed the hope that in the year ahead, the Direct Mail Advertising Association would to a greater extent than ever fulfill its objectives and purposes to promote the welfare of the industry.

Reporter's Final Note: It was a great day! Following the last talk . . . you know what happened. Leonard Raymond had a big party in his suite. The Canadian delegation entertained . . . graciously. Other groups met here and there. The same old chin-fests. Goodbyes . . . and . . . all over for another year.

(END)

SPECIAL DELIVERY POSTAGE RATES RAISED. Effective November 1, the special delivery mail rates are increased to 13 cents on letters and on parcels of less than two pounds. The bill signed by the President permits also a decrease from five to three cents on insured mail. Included in the Act, too, is a flat 33½ per cent increase on return receipts for registered mail and a sliding scale for C.O.D. charges ranging from 40 cents for values less than \$10, or \$1.40 per \$1,000 on all classes of mail.

DIRECT MAIL IN THE LIMELIGHT

The attention of the millions of readers of *The Saturday Evening Post* is focused on direct mail. In the November 11 issue "They've Got You on a List," by Sigmund Sameth, tells the story of the mailing list business in entertaining fashion.

The long battle of *The Reporter* on behalf of direct mail comes in for comment in the *Post* article, "For years Hoke feuded with the late columnist, Arthur Brisbane, over alleged wastefulness of mailed advertising. He opposed cost comparison of direct mail with other media. No mailer with a grain of sense, he pointed out, would address letters to a mass audience which could be reached just as effectively via magazines, radio or newspaper. Mailed advertising is economical only when it is beamed to a specialized group."

Many of the amusing stories that are legends of direct mail are told along with the statistics of its rapid growth. The care with which mailing lists are compiled and kept up to date is stressed. How 90,000,000 people are cross-indexed according to lodge membership, reading habits and eyewash preference, if any, makes fascinating reading. Learning how a postage stamp that delivers a piece of direct mail to the proper mail box can gather a fact, influence an opinion or make a new customer is bound to make everyone who reads "They've Got You on a List" pay more attention to his morning mail. Every reader of *The Reporter* should get a copy.

ANOTHER OLD TIMER HAS PASSED AWAY

His many friends will be sorry to hear that Frank L. Pierce passed away in the Utica, New York, Hospital on Wednesday, November 1, 1944.

Frank was Executive Secretary of the Direct Mail Advertising Association for many years, during its period of difficult but steady growth . . . at a time when Direct Mail was struggling for recognition. At the time of his death he was editor of the *Madison County* (N. Y.) Leader.

THE REPORTER



Tut-Tut, Mr. Twinkle . . .

Keep your shirt on. Your "letterhead-ache" is simply the result of running your letterheads on non-rag or part-rag paper (which often tends to be somewhat dull and grayish these days, due to wartime shortages of bleaching chemicals). Here's the cure:

Next time . . . Specify *All-Rag* Anniversary Bond

Only *all-rag* paper — such as Masterline Anniversary Bond — remains just as white, clean, crisp, permanent and impressive as before the war!

Made entirely from new, clean cotton cuttings, *all-rag* Anniversary Bond combines strength and a genuine quality "feel" in a truly distinguished letterhead sheet. Resists repeated erasures . . . withstands rough handling . . . reaches the other fellow's desk fresh and uncrumpled. The cost? Only $\frac{1}{16}$ ¢ more per letter than 25% rag-content stock . . . only 6¢ more per day if you use 10,000 letterheads a year.

Specify *all-rag* Anniversary Bond for your next letterhead run or re-run . . . whether printed, lithographed or engraved.

FOX RIVER PAPER CORPORATION
404-J South Appleton Street Appleton, Wisconsin



FREE COMPARISON KIT
Visual proof, at a glance, that *all-rag* Anniversary Bond is the prestige letterhead paper worthy of your signature. Write for free copy, on your business stationery.

All-Rag ... ONLY  MORE PER LETTER

ANNIVERSARY BOND

A FOX RIVER *Masterline* PAPER

The 1944 Direct Mail Leaders

The winners of the annual DMAA contest were announced on October 20th, at the one day DMAA Conference, by Edward J. Pechin, advertising manager of the Plastic Department, E. I. duPont de Nemours & Company, Arlington, N. J., chairman of the Board of Judges.

In addition to Mr. Pechin, the Board of Judges included: R. K. Steinman, Business Promotion Director, Beneficial Management Corporation, Newark, N. J.; J. J. De Mario, Advertising Manager, The Manhattan Rubber Mfg. Division of Raybestos-Manhattan, Inc., Passaic, N. J.; Donald Macaulay, New York Manager, S. D. Warren Co. (Boston); Herbert Lewis, Eastern Manager, Direct Mail Division, The Reuben H. Donnelly Corporation, New York. Chairman of the contest was E. D. Madden, Vice President, McCann-Erickson, Inc., New York.

This year the judges selected fifty-five Direct Mail Leaders, instead of the usual fifty, and there were thirty-eight Honorable Mentions. Incidentally, the number of entries in this year's contest set an all time high. Following is a listing of the Direct Mail Leaders and the Honorable Mentions:

The Leaders

Abbott Laboratories, North Chicago, Illinois. Pharmaceutical Mfrs.
American Chain & Cable Co., Inc. (Reading-Pratt & Cady Division), 929 Connecticut Avenue, Bridgeport, Connecticut. Mfrs. of Valves.
American Enka Corporation, Enka, North Carolina. Rayon Mfrs.
Beardsley & Piper Co., 2541 N. Keeler Avenue, Chicago, Illinois. Foundry Equipment.
Beech Aircraft Corporation, Wichita 1, Kansas. Aircraft Production.
Borden's Farm Products, 110 Hudson Street, New York 13, New York. Distr. Milk & Milk Products.
Cating Rope Works, Inc., Maspeth, L. I., New York. Rope Mfrs.
The Celotex Corporation, 120 S. La Salle Street, Chicago, Illinois. Bldg. Materials Mfrs.
Consolidated Edison System Companies, 4 Irving Place, New York 3, New York. Public Utility.
Copper & Brass Research Assn., 420 Lexington Avenue, New York, New York. Public Relations—Research.
The Crosley Corporation, 1329 Arlington Street, Cincinnati 25, Ohio. Mfrs. Radios, Refrigerators and Home Appliances (Now 100% War Work).
The Detroit Edison Company, 2000 Second Avenue, Detroit 26, Michigan. Electric Light Co.
Dravo Corporation, Pittsburgh 25, Pa. Shipbuilding.

The Eagle-Picher Sales Co., American Building, Cincinnati 1, Ohio. Lead, Zinc, Insulation & Allied Products.

Eastern States Farmers' Exchange, 95 Elm Street, West Springfield, Mass. Cooperative Purchasing of Farm Supplies.

General Motors Corporation (Oldsmobile Division), Lansing 21, Michigan. War Materials—Wartime. Automobiles—Peacetime.

General Motors Corporation (Pontiac Motor Division), Pontiac, Michigan. Automobile Mfrs.

B. F. Goodrich Company, Akron, Ohio. Rubber.

Gulf Oil Corporation, Gulf Building, Pittsburgh, Pa. Gasoline Service Station.

Hart, Schaffner & Marx, 36 S. Franklin Street, Chicago, Illinois. Mfrs. Men's & Women's Clothing.

The Hecht Company, F Street at Seventh, N. W., Washington 4, D. C. Department Store.

Household Finance Corporation, 919 N. Michigan Avenue, Chicago, Illinois. Small Loans.

Industrial Tape Corporation, New Brunswick, New Jersey. Mfrs. Pressure-Sensitive Tapes.

Lane-Wells Company, 5610 S. Soto Street, Los Angeles 11, California. Technical Oil Field Serv.

Libbey-Owens-Ford Glass Co., Toledo 3, Ohio. Glass Mfrs.

Lukens Steel Company, Coatesville, Pennsylvania. Steel Mfrs.

Marketing, 119 York Street, Toronto, Ontario, Canada. Weekly Newspaper.

The Mayflower, Connecticut Avenue at DeSales Street, Washington 6, D. C. Hotel.

Metallizing Engineering Co., Inc., 38-4 30th Street, Long Island City 1, New York. Mfrs. Metallizing Equipment.

John Morrell & Company, Ottumwa, Iowa. Meat Packers.

The Mutual Life Insurance Company of New York, 34 Nassau Street, New York, New York. Life Insurance.

Nash-Kelvinator Corporation (Kelvinator Division), Detroit 32, Michigan. Mfrs. Household Appliances & Automobiles.

The National Breweries, Ltd., 990 Notre Dame Street, West, Montreal, Quebec, Canada. Brewing.

National Broadcasting Company, 30 Rockefeller Plaza, New York 20, New York. Radio Broadcasting.

North American Aviation, Inc., Inglewood, California. Aircraft Mfrs.

Phoenix Metal Cap Company, 2444 W. 16th Street, Chicago 8, Illinois. Metal Fabricator.

Preformed Wire Rope Information Bureau, 520 N. Michigan Avenue, Room 824, Chicago, Illinois. Sales Promotion.

Raybestos-Manhattan, Inc. (The Raybestos Division), 75 E. Main Street, Stratford, Connecticut. Friction Materials.

Republic Steel Corporation, 3100 E. 45th Street, Cleveland 4, Ohio. Steel.

Saturday Evening Post, Independence Square, Philadelphia, Pennsylvania. Publishers.

The F & M Schaefer Brewing Co., 430 Kent Avenue, Brooklyn 11, New York. Brewing.

Sharp & Dohme, Inc., 640 N. Broad Street, Philadelphia 1, Pennsylvania. Pharmaceuticals.

Sharp & Dohme, Inc., 640 N. Broad St., Philadelphia 1, Pennsylvania. Mfrs. & Distributors. Pharmaceuticals & Biologicals.

Shell Oil Company, Inc., 50 W. 50th Street, New York 20, New York.

L. Sonneborn Sons, Inc., 88 Lexington Avenue, New York 16, New York. Lubricating Oil.

Spartan Saw Works, Inc., Springfield 7, Mass. Mfrs. Band Saws & Hack Saws.

Standard Oil Company of New Jersey ("OILWAYS"), 26 Broadway, New York, New York. Petroleum Products.

Sun Oil Company, 1603 Walnut Street, Philadelphia 3, Pennsylvania. Petroleum Products.

TelAutograph Corporation, 16 W. 61st Street, New York 23, New York. Mfrs. Instant Written Communications Systems.

The Union Fork & Hoe Company, 500 Dublin Avenue, Columbus 15, Ohio. Mfrs. Hand Farm & Garden Tools.

U. S. Machine Corporation, Lebanon, Indiana. Mfrs. Winkler Stoker.

Vanity Fair Mills, Inc., 10 E. 40th Street, New York, New York. Mfrs. Women's Underwear & Hosiery.

William R. Warner & Co., Inc., 113 W. 18th Street, New York 11, New York. Pharmaceuticals.

Zenith Radio Corporation, 6001 Dickens Avenue, Chicago, Illinois. Radionic Devices.

Zenith Radio Corporation of Canada, Ltd., Guarantee Trust Building, Windsor, Ontario, Canada. Radionic Devices.

HONORABLE MENTION

Certificates for "Achievement in Direct Mail"

Admiral Corporation, 3800 Cortland Street, Chicago 47, Illinois. Radio Mfrs.

Associated Truck Lines, Inc., 420 Keeler Building, Grand Rapids 2, Michigan. Motor Truck Common Carrier.

Bendix Aviation Corporation (Eclipse-Pioneer Division), Pioneer Instruments, Teterboro, New Jersey. Aviation Instruments.

Blue Network Company, Inc., 30 Rockefeller Plaza, New York 20, New York. Radio Broadcasting.

Breeze Corporation, Inc., 500 Central Avenue, Newark, New Jersey. Aeronautical Accessories.

Brighton Mills, Shannon, Georgia. Spun Rayon Greige Goods.

Bristol-Myers Company, 630 Fifth Avenue, New York, New York. Drugs—Professional Supplies Dept.

Canadian Oil Companies, Ltd., 385 Bridge Street, Montreal, Quebec, Canada. Oil Refining & Marketing.

Cannon Electric Development Co., 3209 Humboldt Street, Los Angeles 31, California. Mfrs. Electrical Connectors for Aircraft.

Carstairs Bros. Distilling Co., Inc., 405 Lexington Avenue, New York, New York. Distillers.

Carstairs Brothers Distilling Company, Inc., 405 Lexington Avenue, New York, New York. Whiskey Distilling.

The Central Manufacturers' Mutual Insurance Company, Van Wert, Ohio. Insurance.

Columbia Broadcasting System, Inc., 485 Madison Avenue, New York, New York. Radio Broadcasting.

Corley Manufacturing Company, Chattanooga 1, Tennessee. Sawmill Machinery.

Dravo Corporation, Wilmington 99, Delaware. Shipbuilders.

The Dumore Company, Racine, Wisconsin. Mfrs. of Motors & Grinders.

Fisk Tire Company, 1230 Sixth Avenue, New York 20, New York. Tire Mfrs.

General Motors Corporation (Rochester Products Division), 1000 Lexington Avenue, Rochester, New York. Aeronautical Equipment.

Globe-Union, Inc., 900 E. Keefe Avenue, Milwaukee 1, Wisconsin. Mfrs. Radio Communications.

International Detrola Corporation, Elkhart, Indiana. Machine Tool Mfrs.

International Resistance Company, 401 N. Broad Street, Philadelphia 8, Pennsylvania. Mfrs. of Resistors.

LaPlant-Choate Manufacturing Co., Inc., Cedar Rapids, Iowa. Mfrs. Earth Moving Equipment.

The B. Manischewitz Company, 2100 W. Eighth Street, Cincinnati, Ohio. Matzo & Cracker Bakers.

Merck & Company, Inc., 161 Sixth Avenue, New York 13, New York. Manufacturing Chemists.

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Illinois. Mfrs. Coin-Operated Machines. (Now in War Work.)

Minneapolis-Honeywell Regulator Co., 2753 Fourth Avenue, South, Minneapolis, Minnesota. Temperature Controls.

National War Finance Committee, 240 Wellington Street, Ottawa, Ontario, Canada. War Finance.

Ninth Federal Savings & Loan Association of New York City, 1457 Broadway, New York 18, New York. Svcs. & Home Loans.

Railway Express Agency, Inc., 230 Park Avenue, New York 17, New York. Transportation Services.

RCA Victor Company, Ltd., 1001 Lenoir Street, Montreal, Quebec, Canada. Radio Mfrs.

Republic Steel Corp., 3100 E. 45th Street, Cleveland 4, Ohio. Steel.

Shakeproof, Incorporated, 2501 N. Keeler Avenue, Chicago, Illinois. Fastening Devices.

Standard Oil Company (New Jersey), 30 Rockefeller Plaza, New York 20, New York. Petroleum.

Star Electric Motor Company, 200 Bloomfield Avenue, Bloomfield, New Jersey. Motor & Generator Mfrs.

The Studebaker Corporation, 635 S. Main Street, South Bend, Indiana. Mfrs. Cars & Trucks.

Sumner Tubing Company, Bridgeport, Pennsylvania. Mfrs. Seamless Tubing.

Surface Combustion, Toledo 1, Ohio. Mfrs. Gas Furnaces (Indus. & Domestic).

R. D. Werner Company, Inc., 295 Fifth Avenue, New York 16, New York. Metal Extruders.

THE MISSING PERIOD

Think you will enjoy this report of Milt Forrest, advertising manager of Wm. E. Phillips Company, 315 West Fifth Street, Los Angeles 13, California, concerning his correspondence with the editors of Reader's Digest:

Dear Henry:

"The Comma Situation" on page 16 of August **Reporter** reminds me of a story about a period and the Reader's Digest. Here it is: The last line in the right hand column of a certain page in a Digest had no punctuation mark at all, so I naturally turned the page for more "copy". Like an unexpected sock from nowhere, a new story began. Believe it or not, they forgot to put a period on the preceding page. I wrote to the editors and this is what they said:

"Dear Mr. Forrest:

So far, you're the only reader who has been bothered by the mystery of the missing period. We're sure we don't know where it is—it was there when we sent the manuscript to the printer and hasn't been seen since.

The omission is annoying—makes you feel you end the sentence with a rising inflection. Ah, well, there's no use crying over spilt milk or absent punctuation.

Thank you for calling our attention to the error.

Cordially,

The Editors."

THE REPORTER

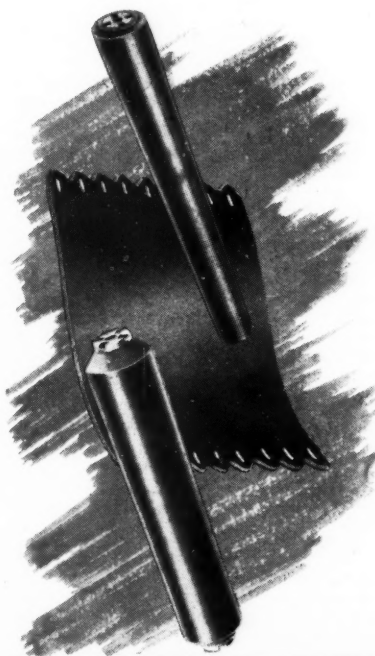


QUESTION:

WHAT
ROLLER AND
BLANKET SHALL
I BUY—?

ANSWER: **MERCURY**

AND HERE'S WHY...



MERCURY-LITH ROLLERS *for multilithing machines*

They've got to be efficient; for they're built by the largest concern exclusively devoted to rollers and blankets for the graphic arts. They're laboratory tested, guaranteed. Try 'em.

MERCURY-LITH BLANKETS *for multilithing machines*

Made of same materials as we use in building blankets for huge-as-a-house lithographic presses, and constructed with the same care. A famous product.

MERCURY-GRAPH ROLLERS *for multigraphing machines*

User after user reports improved reproductions, the moment these rollers are installed. Their custom-made, deluxe quality costs no more.

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres. Federal at 26th Street CHICAGO

How to Handle Your Printer

This item will probably stir up considerable controversy. But then, *The Reporter* has always been known for controversial subjects.

One of our ardent readers who has been buying printing for the past twenty-five years has just sent us what he entitled, "Memo from a Buyer of Printing." He asks that his name not be revealed.

We know for a certainty that the writer actually places large volumes of printing orders. We know that his credit is good. But we do not know how many users of printed promotion have similar trouble in getting their orders filled. At any rate, we will print the memo and offer to print any rebuttals from folks in the printing industry.

Memo from a Buyer of Printing

Unfortunately, one of our greatest problems is to get the printers started on our orders.

Give them one big order, and they never start it.

Give them an order which is easy to fill—and they (sometimes) get started.

Once started, it is not so hard to keep them going, although this is a problem in itself, and one of the biggest problems we have to face.

So, before copying an order, either for letters, or for order blanks, consider splitting it.

USUALLY SPLIT—

Large orders from small orders.

OCCASIONALLY SPLIT—

Different groups of different orders.

From there on—well if you need things quickly—don't put more than six items on one order. Choose those you need worst.

Once they are started, hand them the second order—then the third, if there are that many.

If you are not in too much of a rush, list all of your items on one order. That is if your type is already set and you don't need them for over a week.

Then, pester hell out of them every day and maybe you will get some of the printing, some day.

Probably too late, but you will have done your best to try.

Note: This is printing for which we pay good hard cash, always discounting bill by paying on the tenth of the month after being invoiced. It applies to ninety-nine out of one hundred printers, over buying experience of twenty-five years. So, when printers can complain that buyers won't pay them high enough prices—or because they don't get their orders in time—and etc.

—Well we won't say it because *The Reporter* couldn't print it.

START OF A FINE IDEA

Dear Henry:

Hearing and reading so much about plans afoot to rehabilitate returning service men and to set up agencies to find them jobs has set me to thinking about how I might, personally, contribute to finding jobs for returning soldiers.

Most of us are agreed that our responsibility to our fighting men does not cease with the buying of bonds from swollen incomes or with supporting the many salvage drives.

In our individual, personal postwar planning I feel that each of us should include some PRACTICAL, DOWN-TO-EARTH plan to help find service men jobs. While laying elaborate rehabilitation plans is an admirable start in the right direction, it is not enough.

I have decided that I will offer whatever talent, ability and experience I have to helping to do this job of finding jobs for ex-service men.

Here is my offer:

For any service man who requests it, I will write a letter or a series of letters for him to mail to employers in the section of the country where he wants to settle after the war or after he is discharged.

The letter, or series, will be designed to arrange for interviews for the ex-service man with prospective employers and to seek out and qualify employers who may need the ex-service man's particular abilities in a job.

By making use of a letter, or a series, of this kind, the returned soldier, sailor or marine can quickly cover as many employers as he can find names of, at one fell swoop. By doing this, he can more quickly contact all available sources for his abilities.

Where practical I will be glad to help him select the names and addresses of prospective employers.

There is to be ABSOLUTELY NO CHARGE OF ANY KIND FOR MY SERVICES EITHER NOW OR LATER. There are no strings attached and no obligation stated or inferred. This, I feel, is the least I can do for those fellows out there fighting for me.

Any service man who wishes to avail himself of my services, as outlined above, can start the ball to rolling by requesting one of my QUALIFICATION INVENTORY BLANKS which is being prepared now and will be ready for distribution in approximately ten days. This blank is simply a questionnaire which, when filled out by the service man, will provide me with the information about his qualifications and experience upon which to base the letter I will write for him.

Do you think, Henry, this little idea of mine would be helpful? Would you give the idea circulation to the readers of *The Reporter*? Your frank opinion would be appreciated.

Orville E. Reed
132 South Isbell
Howell, Michigan

Reporter's Note: Every good copy writer in the country should make the same offer. *The Reporter* has already announced that it will be glad to serve as a clearing house for Direct Mail jobs. At the present time there seems to be more jobs than takers. We'll be glad to get letters on this subject from other readers.

□ **ANOTHER "ENTIRELY BY MAIL" REPORT.** We subscribe to your *Reporter* and are always interested in getting it. It has been very valuable in our business.

The writer read with considerable interest your article about the unusual mail order success story of United Distillers Products Corporation at Amston, Connecticut, and this seems to run similar to what we have done.

We started this business back in 1932 and used mimeographed letters and advertising by mail, which developed a business that skyrocketed to the extent of our doing over \$750,000.00 worth of business last year. We are doing the same this year without any salesmen and entirely by mail, telephone and telegram.

A. H. Friesen
Welding Engineering Co.
264 East Ogden Avenue
Milwaukee 2, Wisconsin

DOES HUMOR PAY? ANOTHER GOOD REPORT

Dear Mr. Hoke:

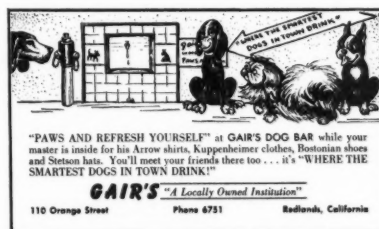
We are having such a heartening reaction to a series of two post cards we are mailing out that I wanted you to see them!

They are addressed right to the pooch . . . and innumerable citizens have phoned, written or dropped in to ask for copies for friends. We believe when other people ask to mail our ads out it has a lot more reader interest. JOHNNIE of Philip Morris . . . "CALL FOR PHILIP MORRIS" was in last fall and our Dog Bar struck his funny bone . . . later they gave it a plug and a soldier in Australia . . . a dog lover . . . picked it up. He is now in a hospital near here, and he called . . . and he made the cartoons for us!

Am invited to take a program in New York this next month . . . if and when I can accept I hope to have you sit in as my luncheon guest. I had a program a few seasons ago at the NEW YORK ADVERTISING CLUB and last May at the BOSTON AD CLUB . . . San Francisco Ad Club invited me last week to stick my chin out next month . . . but I just cannot play hookie so much.

ESQUIRE called here last month and they are planning an article on our formula . . . if and when it breaks, and they show any of our direct mail I shall let you know. You are doing an outstanding job . . . POWER TO YOU!

Milton M. Gair
Gair's
110 Orange Street
Redlands, California



Reporter's Note: Thanks for the report . . . and we are reproducing the two cards.

THE REPORTER

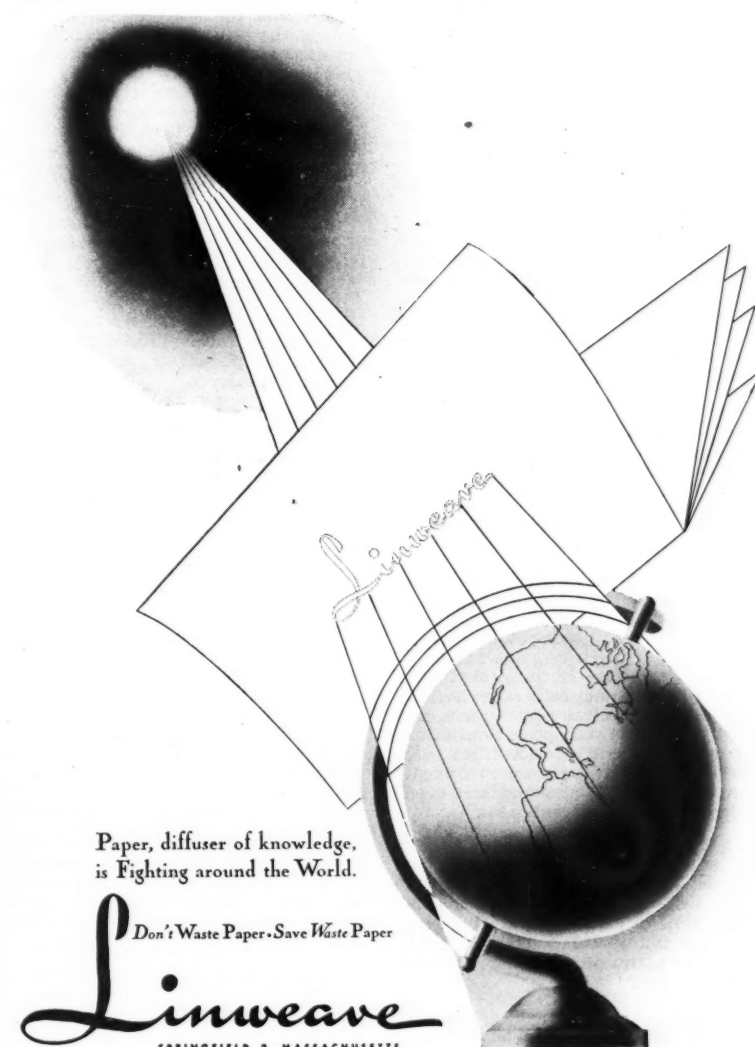
WHY NOT DIRECT MAIL?

Our old friend Dr. Howard T. Hovde has recently joined the research staff at the Graduate School of Business Administration, Harvard University, to collaborate on a study of advertising media with special reference to newspaper management and newspaper advertising. Dr. Hovde will be remembered by many *Reporter* readers as a champion of Direct Mail when he was at the Wharton School of the University of Pennsylvania and during his stay in Washington as consultant in the Department of Commerce. He cooperated with the

Graphic Arts Victory Committee in the production of the successful project Booklet, "You Have a Share in Your Town's Postwar Jobs and Profits."

We understand that Dr. Hovde's new job at Harvard was made possible by a substantial gift from the field of advertising most interested in a study of newspapers.

Why can't the Direct Mail industry undertake a similar project? Surely there is enough money in the Direct Mail industry to provide a fund for Harvard so that a complete study can be made of a most important form of advertising.



FINE PRINTING AND ENGRAVING PAPERS • ENVELOPES TO MATCH

Is This The Answer?

Since the publication of **BLACK MAIL**, the editor of *The Reporter* has been deluged with letters. Many are simply congratulatory, a few are abusive . . . but quite a number offer constructive suggestions concerning steps that might be taken in the future to counteract or eliminate the misuse of the mails for disruptive propaganda.

One of the finest letters received so far came from a man with the unusual name of Victor Victor, who lives in Hempstead, New York. We believe this letter to be worthy of reproduction in the magazine, because it certainly carries a thought which may have a bearing on some future phases of the Direct Mail business.

Dear Mr. Hoke:—

Having too belatedly read your wonderful "Black Mail"—and judging the reaction of others by my own—I suspect the deserved praises you've already received, for both the task you set yourself and the brilliance with which you brought it off, of having neared the boring point. So, I'll not sharpen it—in that way, at least.

However, the book also stimulated me to certain provocative ideas relative to even more important achievement beckoning its author in the future. And in these, so far as they may turn out to be any good, I believe you'll be interested.

For I'm sure you realize, even better than I, our **postwar** need to battle, as never before, the costly delusion that it is "saving" our indispensable Goddess of Free Speech to leave her with so little protective clothing that any wretch or maniac can rape her at will. Because, unless we can put some sort of brake on disruptive libel **after** the war, the end of hostilities will merely be made an excuse to foment a new chain of consequences even darker than the present ones.

That it has already done more than any other single anti-social force to produce the present world disaster I firmly believe. For to me, the generating crime of crimes has always been what the Ninth Commandment, with too seldom imitated precision, calls "false witness."

Because, whereas a murderer, for instance, needs at least the courage and the means to commit murder, all that a slanderer needs is the slimy skill to incite others to killing hatred.

And he has only to slander groups or classes, rather than individuals, to breed, not just murder, but massacre. Through most of his agents, the devil has to operate more or less as a retailer. But give him a first class liar, and he's in the wholesale business truly.

So, what would please this particular moralist most would be to see our nation undertake some conspicuous, unprecedented and devotional action which could make both ourselves and the world at large more conscious of our love of Truth as well as of Freedom. And the specific "bright idea" which the reading of "Black Mail" aroused in me, was that such an action could well flow naturally from your own initiation—if the notion struck your fancy—of an organized postwar campaign for a Constitutional amendment, reading more or less as follows:

"No provision of this constitution, nor of any other law, relative to freedom of speech, of the press, of assembly, or of religion, shall ever be construed to confer immunity upon any person or group of persons whatsoever, to bear or foster malicious false witness against any other person or group of persons whatsoever."

Doubtless, the eventual consequences of so revolutionary a commitment might shackle somewhat the more colorful debating habits of our less scrupulous politicians, journalistic and otherwise. It might even impose on all and sundry a need to know at least a little of what they were talking about before utilizing channels of public expression in the United States to foam at the mouth. Yet Civilization itself can be more or less defined as, simply, the imposition of reasonableness upon human conduct. We could safely rely upon interpretation by the courts to prevent our suffering too acutely from any excess of good manners or common decency. And meantime, I should like to see the automatically self-confessed lieneeder with hardihood enough openly to oppose any such amendment.

Mind, I didn't say there wouldn't be any. I only said I should like to see them. Because, then, so could others—for exactly what they really are!

In any case, I believe the thing would actually pass. And, while I don't remotely mean to suggest that it would lock up the devil overnight, I do believe that the mere **shared activity of passing it** should awaken our people, as nothing else could, to a

new and gratifying awareness of their own best instincts. For, just as there's no quicker way to make evil men than to inveigle their participation, as Hitler did, in evil action, there's no faster and surer way to develop good men than to let them share a good one.

Once the amendment in question had become a part of that great code which is our proclaimed faith as well as our sovereign law, it should protect whatever specific penal legislation the needs of the morrow might bring forth, while doing all I've just indicated, psychologically, to reduce those needs. Moreover, it would enable us to deal politely, but firmly, with any future foreign guidance of our lie-stream, however highly emanating, on the simple ground that this would be one provision of our basic law from which not even the President of the United States, let alone any outlander, could plead immunity. Yet, on the other hand, it would give any actually slandered foreign government, recourse to correction and redress by an American jury.

I even believe the thing capable of tempering, beneficially, the propaganda tactics of the "Comrades", as well as the "**Kameraden**". And if, as is more likely than not, anti-Semitism is actually eschewed by tomorrow's really dangerous provocateurs, Right or Left, because of the label, we have here a weapon against the **sinister false charge in any direction**, and that, I predict, would be a real wet clinker in the furnace of hell!

Finally, I can't see the whole thing as holding any more ultimate danger than might arise from tuning out some of the passionate misstatement which is the modern substitute for the Indian warwhoop with which men who had no tanks to wear used to work themselves up to the futile obliteration of each other.

As the very inventors of scientific advertising—as of the airplane—we've a hitherto unfulfilled obligation to assert patent rights of a kind against its misuse to the common destruction. And what finer way of doing that than simply to lift Truth to equal rank with Freedom in our national pantheon?

To be sure, my whole idea may be as unsound as I certainly seem to be windy. Yet, if you ever find the time, I should much like to learn what you think of it—assuming, of course, that I haven't, by now, asphyxiated you.

On the same somewhat brazen assumption, I'll even venture a reminder that we're practically neighbors. That one, of course, you may not survive! But if you do, then at least please believe in my deep personal gratitude, along with that of thousands of others, for your brave and excellent book.

Victor Victor

Reporter's Added Note: We have discussed this situation with innumerable people . . . including government officials, attorneys, leaders of the Church and plain ordinary citizens. Most attorneys believe that it would be difficult to put through a constitutional amendment. We must be very careful to protect freedom of speech and freedom of press. But we may lose both if the abuse of those freedoms is continued. Perhaps the only solution is publicity. A number of prominent lawyers believe that it would be possible to encourage and have passed a law providing "complete publicity on all propaganda." That is, it would be required by law that any piece of any character be labeled by the name and address of the originator. It would also be required by law that every organization issuing propaganda must file with proper authorities an accurate record of ownership or contributors. If such a law came into being, then the Gerald L. K. Smith's, Elizabeth Dilling's, Edward Rumley's, Father Coughlin's and all the other propagandists would be forced to tell who is putting up the money. If those names became public property, the rabble rousers would have more difficulty in raising money. Do you get the point? Some of the rich men who have backed Gerald L. K. Smith would blush for shame if their names were known.

The Presidential election will not solve the problem of disruptive propaganda in the mail. The chances are the disease will become more violent. Every one engaged in doing business by mail should be worried about the problem. So this reporter would like to receive more letters on the subject.

THE REPORTER WAS WRONG

In our last issue we printed a long telegram sent to Congressman Busbey protesting his misuse of the franking privilege and stating that

we were turning our evidence over to government investigating committees. We listed purchasing orders to the Government Printing Office amounting to 1,501,000 copies of a franked post card. If you read your newspapers or listen to radio broadcasts you know that this misuse of the mail received national attention. But *The Reporter* must admit that he was wrong in his figures. Congressman Clinton Anderson, chairman of the House Committee on Investigating Campaign Expenditures, subpoenaed the records of the Government Printing Office and discovered that *The Reporter* had missed a number of orders. The figure at that time was somewhere around 3,116,000.

But in spite of all the publicity, Congressman Busbey kept on ordering and kept on mailing. Right up to election time, these same post cards were being delivered by the sack full in the Ham Fish territory of New York. The post card bore the frank of Congressmen far removed from the Fish district. Busbey even went so far as to change his format . . . and deliberately violated the postal laws by issuing an outright advertising card (it is against the law to embellish anything from The Congressional Record).

What can be done about it . . . no one knows. This Busbey case at least has focused national attention on the misuse of the frank. It is at least the largest misuse on record. Many candidates for Congress were pledged to investigate the misuse and work for future elimination. Whether those pledges will materialize in the turmoil of Washington is another matter.

We ask all the readers of *The Reporter* to keep on writing to their Congressmen . . . protesting against the misuse of the franking privilege for propaganda purposes.

FLASH: Busbey defeated! See story next month on "nearly criminal" misuse of frank by Senator Langer. It is the worst yet!

NOTICE . . .

BLACK MAIL is now available in standard book stiff cover format. Price \$2.00 at your book store—or you can order through

THE REPORTER, 17 E. 42nd St., New York 17, N. Y.

FROM THE NEED TO THE DEED

IN DIRECT MAIL ADVERTISING

the need

be it the boosting of product sales, the maintenance of Good Will, the raising of funds, or paving the way to postwar markets—

the seed

Ahrend painstakingly prepares Market Analyses and Merchandising Plans, and

with speed

Sound, forceful copy is tailor-made to your requirements . . . Art Work is prepared . . . the job is Processed . . . Addressed . . . Mailed.

the deed

Results talk. Ahrend Direct Advertising, backed by 52 years of successful service to every type of industrial, commercial and institutional account, continues to score an exceptionally high percentage of returns!

SO—YOUR LEAD . . . WRITE OR CALL

D. H. AHREND CO.

52 DUANE ST., N.Y. 7, N.Y. WO. 2-5892

Send For This Valuable Mailing List Data!

To aid you in planning your direct mail, check any of these mailing lists you may be interested in . . .

- ☐ Business Executives
- ☐ Electrical Appliance Dealers
- ☐ Manufacturing Industries
- ☐ Metal-Working Industries
- ☐ Aviation Industries
- ☐ Bus Industry
- ☐ Chemical Processing Industries
- ☐ Civil Engineering and Construction Industries
- ☐ Coal Mining Industries
- ☐ Electrical Industries
- ☐ Electronic Engineers
- ☐ Food Industries
- ☐ Metal Mining Industries
- ☐ Power Plant Engineers
- ☐ Product Design Engineers
- ☐ Textile Industries

. . . attach this 'ad' to your business letterhead . . . and mail. We'll send you complete information, selections, list counts, and prices. No obligation, of course.

Direct Mail Division

**McGRAW-HILL
Publishing Company**

330 W. 42nd St., New York 18

D1

A SELLING JOB FOR THE POST OFFICE DEPARTMENT

Dear Mr. Hoke:

In a recent issue you discussed the subject of zone numbers in telephone directories.

This article prompted me to write as suggested to our local telephone directory office to see what reactions they would have to this gesture for the public good.

Attached is their answer. They certainly went into the idea in great detail, but frankly, they didn't sell me.

How do you feel about it?

Milt Forrest, Adv. Mgr.
Wm. E. Phillips Co.
315 West Fifth Street
Los Angeles 13, Calif.

Here is the letter received by Mr. Forrest:

Dear Sir:

Thank you for your letter of October 2, 1944, suggesting that postal zone numbers be included in the telephone directory. This suggestion is not practicable and in the subsequent paragraphs we are outlining some of the considerations involved.

The addition of zone numbers would cause thousands of listings, which now take only one line in our directory, to become two-line listings in order to accommodate the zone number. It is estimated that this expansion in such listings would add over 200 additional pages to the present Los Angeles Extended Area Telephone Directory. The equipment available for binding telephone directories in Los Angeles would not bind a book of that increased size and we would be compelled to bind the alphabetical section in two volumes, which is obviously undesirable. Even if binding equipment of greater capacity were to be made available, the book is now about as large as can be conveniently used and a substantial increase in its size would not be desirable.

The cost of additional paper and other miscellaneous expense in connection with the handling of zone numbers in the directory is estimated to be \$80,000 a year for this Company. Frankly, we do not believe this large item of expense should be assessed to our subscribers in the form of additional operating cost, since the telephone directory is fundamentally for the purpose of assisting telephone users to reach by telephone the customers who are listed in the directory. There is another important factor involved in that the addition of the zone numbers would result in a slowing down in the speed with which we could issue telephone directories and special directories for our information service.

Perhaps you may be familiar with Page 4 of the Classified Directory on which we have included an outline map of the postal zones of Los Angeles. In many instances the proper zone can be determined by reference to it.

Thank you for your interest and we are glad we have had an opportunity to review this problem with you.

J. K. Meeker, Manager
Southern Calif. Tele. Co.
Los Angeles, California

Reporter's Note: If the zone number system is to become a permanent part of the Postal System—all business firms, including directory publishers, will have to find some way to make the adjustment. "Zoning" speeds up the mail . . . decreases the cost of mail service. Let's get busy quickly . . . and put the zone number in all addresses.

A FIRST ATTEMPT

Dear Mr. Hoke:

We have been subscribers and constant readers of the Postage and the Mail Bag for a great many years, in fact in our daily conversation **The Reporter** is a great many times referred to as the Postage & Mail Bag.

Our direct by mail campaigns have been always of what we would consider routine. However, they have been deeply influenced by the material we have gathered from time to time from reading your various articles and endeavoring to absorb what we considered the "Common Sense" information contained therein.

In the envelope attached is our first attempt at what we consider "Fancy" direct by mail. It was occasioned by our 50th Anniversary as you can see.

It is necessary to understand that these mailing pieces were directed primarily toward our school trade, that is, the school man of the Public School System of Penna. and surrounding states, although when the mailing was actually made, it was also sent to our many friends we have made throughout the years, that is those people from whom we purchase supplies that we in turn sell to the schools and other business friends in various other fields. The response has been most happy and satisfactory.

We are sending this to you as we respect your judgment on these matters and would be pleased to have you take a minute of your time and look this over and drop us a line as to your reaction and any criticism that you care to make, would be gladly received in the spirit in which it

would be given, because we hope to have a 75th and a 100th Birthday and we can apply those criticisms to the institutional pieces of advertising that we will without a doubt promote at that time. Thank you.

John L. Kurtz, Vice Pres.
Kurtz Bros.
Clearfield, Pennsylvania

Reporter's Note: Your first attempt at "fancy" Direct Mail is good. We like your Half Century booklet a great deal. It's dignified, as befitting its half century mark . . . the many photographs make it interesting and you haven't crowded it with too much copy. Our congratulations!

TO AVOID MISUNDERSTANDINGS. The Eastman Kodak Company is still distributing catalogs, though much of the merchandise described is no longer available. To avoid trouble, a gummed sticker, worded as follows, is on the title page:

"Since this catalog was printed, the manufacture of most cameras and photographic accessories has been discontinued, except as needed directly in the war effort. Your dealer may have some of the equipment described in this catalog. If, however, he does not have what you have selected—and has received notice from us that no more will be available—please understand the reason."

(The Informant)

MORE HUMOR. A serious message in humorous form has just been issued by the Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17, N. Y. If you want a copy write to K. H. Merrill, General Manager Public Relations. Size 10" x 7 1/4", 12 pages. Title, "The Plane and Fanciful Trip of J. Orifice Blipp." The story is told in free verse, plentifully illustrated with cartoons.

In order to make sure that humor is appropriate, Mr. Merrill sent a multigraphed filled-in letter along with his booklet, asking the readers to return a short questionnaire stating whether they like humor treatment or whether future mailings should be in more serious tone.

Help the Post Office

All users of the mail should be willing and anxious to help the hard pressed Post Office by publicizing in every possible way the following information. But it is suggested that general publicity should not be started before November 1st in order not to conflict with the campaign for early overseas mailing.

Postal and railway express officials anticipate 1944 Domestic Christmas sending to top 1943 by 25 per cent. Furthermore, they believe that not only will more gifts be sent but that they will travel greater distances owing to wartime population dislocation.

In the interest of the transportation industry and the public, the U. S. Office of Defense Transportation is cooperating with the U. S. Post Office Department, the Railway Express Agency and the Association of American Railroads in a nationwide **SEND CHRISTMAS GIFTS BEFORE DECEMBER 1 CAMPAIGN!**

Every means must be used to secure general public cooperation in order that this additional burden on the railroads shall not impede essential war traffic.

Date—December 1 has been set by the Government as the final date by which Christmas gifts must be sent if delivery by Christmas is expected. Delivery of parcel post and express packages cannot be assured for Christmas if the load is concentrated in the weeks directly preceding the holiday.

Facts and Figures—The problem of transporting and delivering Christmas packages is aggravated by manpower shortages. More than 325,000 men ordinarily employed by railroads and express agencies and over 50,000 U. S. Post Office Department employees are now in the armed services. It has been necessary to replace these skilled workers with less experienced employees.

Passenger travel today is even greater than the record-breaking 1943 level. The total number of passenger miles traveled in 1943 was more than 87 billions, and 64 per cent greater than 1942 (54 billions). The first five months of 1944 show an increase of 22 per cent over the similar period last year.

During the first half of 1944, the nation's railroad freight load reached an all-time high. Freight gross ton-

miles amounted to 833 billions, an increase of 5 per cent over the same period in 1943, 19 per cent over 1942, and 106 per cent over the pre-war year of 1939. Yet the equipment with which this job is being done is less than it was in World War I, and little new equipment has been added during this war. In addition the railroads have been forced to carry on with fewer skilled and experienced employees.

It is expected that Christmas thorough travel will be very heavy, and it is, therefore, of utmost importance that the extra Christmas gift shipping load should not be added to the seasonal peak load.

Basic Copy Theme—Early purchasing and sending of Christmas gifts by the public is imperative so that there may be no peak demands on transportation facilities, the Post Office Department, Railway Express Agency, retail stores and connected services.

The U. S. Post Office Department will carry on its own **Mail Early** Campaign, using its local post offices to promote the program. The Railway Express Agency has also initiated an intensive campaign through its facilities.

Media—Newspapers . . . radio networks and individual stations . . . trade publications and house organs . . . advertising mat services . . . posters . . . billboard advertising . . . counter and window cards . . . retail store advertising . . . motion picture trailers . . . monthly billing envelope stuffers . . . **ALL OFFER HELPFUL MEANS FOR TELLING THE PUBLIC TO SEND CHRISTMAS GIFTS BEFORE DECEMBER 1!!**

☐ **ANOTHER TIMELY ANNIVERSARY BOOKLET.** This one issued by Ihling Bros. Everard Company, Kalamazoo 3, Michigan . . . celebrating the 75th Anniversary. It is a simple job, but well done. 6 1/4" x 9", 12 pages and deckle edge cover. Easy to read, because the type is set in large size . . . and the photographs set in old fashioned frames give the piece an air of antiquity which is highly desirable and appropriate.

NOTICE . . .

BLACK MAIL is now available in standard book stiff cover format. Price \$2.00 at your book store—or you can order through

THE REPORTER, 17 E. 42nd St., New York 17, N. Y.

To bring **YOU**
THOUSANDS of NEW
MAIL ORDER CUSTOMERS
this Winter and Spring —

**"MOSELY
has the
MASS
MAIL
MARKETS"**

Put **YOUR SPECIAL MASS MAIL SELLING PROBLEM**, in confidence, up to **MAIL ORDER LIST HEAD-QUARTERS.**

WRITE DEPT. R-10

MOSELY SELECTIVE LIST SERVICE

Mail Order  *Headquarters*

38 NEWBURY STREET
BOSTON 16

Specializing in **SELECTIVE LISTS** for
VOLUME MAIL SELLING Campaigns.



Successful Business Letters

WITH 176 ACTUAL LETTERS

M. M. SWARTZ, author of the sensation-ally successful "How to Write Better Business Letters" gives the formula for more profitable business letters. . . . How to write sales letters that bring orders. . . . More effective collection letters, best ways to handle complaints, inquiries. . . . Endings that get action. . . . Personal letters in business. Over 50,000 words of text, 176 actual letters, plus many parts of letters— all showing specifically how to improve your business correspondence. Size 8 1/2" x 11" **ONLY \$1.00.** Money back if dissatisfied.

To: Franklin Watts, Inc., 285 Madison Ave., N. Y. 17

Send me **How to Write Successful Business Letters**. I enclose \$1.00 (dollar bill, check or M.O.). If not completely satisfied, I may return book in 5 days for refund.

Name

Address

City, Zone, State RDM1

□ MORE ABOUT PRIVATE SECRETARY BOOKS. As a result of the item in our August issue, we received so many additional requests for copies of Martin Perry's book, "So—You Want to Be a Private Secretary" that we have decided to go through all the necessary fuss and bother of ordering another shipment.

However, we are going to hold up our order for a short time, to enable those of you who still might like a copy to get your request in now. So . . . if any of you want a copy, send along your order without delay. We will have the shipment rushed through as quickly as possible, but it probably will take a month or so for the books to reach us. Of course, the book is written from the English point of view . . . take the paragraph telling the secretary how to serve tea to the boss's visitor . . . but it is cleverly and interestingly written. We know plenty of secretaries who would benefit from a careful study of it.

A FAIR DISCUSSION

Dear Mr. Hoke:

Since the three office virgins are sleeping at this hour, I'll murder the typewriter and English myself.

Having finished reading the last issue of *The Reporter*, I'm somewhat irritated.

You took a crack at the Fremont, Ohio, News-Messenger, for slapping back free publicity.

I am not acquainted with anyone belonging to the News-Messenger. They seem like fair folks, according to the Editor & Publisher's International Yearbook, and belong to the ABC.

But Mr. Hoke, you have no idea how much wasted publicity comes to small newspapers. I have the biggest wastebasket I could buy in peace times and pay a high school kid to bale that paper.

For months I have had a tentative hunk of copy for a postal card asking that we be removed from some publicity mailing lists. I have wired Walter Scott, a swell guy, of General Motors public relations department, asking that we get less stuff we couldn't possibly use.

But, again, Mr. Hoke, I am not opposing direct mail advertising. We use direct mail ourselves. We use it to promote circulation and adver-

tising. We syndicate a house organ. We use direct mail, and no salesmen, to sell that.

Geo. W. Greene
The Waupun Leader-News
Waupun, Wisconsin

Reporter's Note: I think Mr. Greene is justified in his complaint. Of course, when we "cracked" the Fremont News-Messenger we were criticising them for their use of a form to ask that their name be removed from mailing lists. We don't believe that this promiscuous method would cure the waste in Direct Mail.

But, Mr. Greene is right in his contention that there is a lot of waste in the publicity releases sent to magazines and newspapers. Perhaps the newspapers themselves could conduct an educational campaign to show advertising agencies and advertisers how press releases should be handled.

"WORTH THOUSANDS" . . . and other things

Dear Mr. Hoke:

The Reporter is invaluable to advertising men in bringing before them the cream of direct mail ideas. One little suggestion which we have used promises to be worth thousands to us in increased business.

Your fearless and tireless campaign against subversive propaganda is highly commendable. You deserve the thanks of every fairminded, thinking person in the U. S. Bringing such vermin to light is extremely valuable preparation to stamping them out. To find such in Congress is disgusting—but to hear they have been returned is beyond comprehension. I refer to Fish et al.

Also I agree thoroughly in your campaign against minority groups. This, also un-American, is, I believe, based either on ignorance or on an ingrown inferiority complex. It is a sad commentary upon human nature that so many are willing to accept any whispered rumor about the other fellow. Isn't it about time that we grew up? I know many people who have great possessions and deep knowledge about natural forces, but who are absolute morons when it comes to an understanding of their own selves or their obligations to others. Lasting peace among nations is hardly possible until man knows more about the inner man—both himself and others.

Recently I received a package containing a book, from the Free Speech Publications of Cincinnati, O. In the package was a book entitled "New

Deal Kangaroo," and a circular letter offering the book for \$4.50—otherwise return it. No return postage was enclosed—we were supposed to finance that. It is my understanding that I can destroy any such consigned article. Would be interested to hear from you. Also the book was inexpensively bound in imitation leather—size 7½x5¼ outside—pages 172—paper about equivalent to good news print. The book consisted of selections from reportings of War Labor Board proceedings—requiring a minimum of editorial matter. It certainly should not cost over \$1.00 or less. I guessed it to be an attempt to capitalize heavily on hatred of New Deal. Pretty raw stuff!

E. M. Davidson, Adv. Mgr.
American Cutter &
Engineering Corp.
Warren, Michigan

Reporter's Note: Thanks for all the good words about *The Reporter*. You are right . . . you can destroy that book you received from Cincinnati. Postal laws and regulations prohibit the mailing of all unordered merchandise. Those who violate the order cannot collect.

□ A POWERFUL STORY. We have just received the booklet produced by Frank Gerhart, the new advertising manager of Champion Paper & Fibre Company, Hamilton, Ohio.

We know how hard Frank Gerhart worked on this booklet because we were with him in Washington while he was trying to find just the right kind of photographs. The results testify to his ability as a good photo detective.

It is the "Fiftieth Anniversary Report" to the stockholders and employees of Champion. 32 pages and cover, measuring 7" x 10". First section is devoted to a pictorial and brief word picture of the history of the Company . . . its growth and achievements. Last half of the booklet gives a pictorial and caption story of how paper is helping to win the war. The hard-to-find photographs illustrate many wartime uses of paper and show those uses right on the firing line . . . such as shell casings, blood plasma containers, food cartons, paper parachutes, etc., etc. It is a beautiful booklet and should be in your idea file.

MILK MAIL

Wartime travel and other limitations have brought direct mail advertising to the forefront as a necessary expedient to reach all customers at regular intervals despite the handicaps of transportation and manpower.

A case in point is the current direct mail campaign by Borden's Farm Products of New Jersey and New York.

Borden first turned to direct mail early in 1943 as a temporary measure, but the results were so gratifying that mail promotions are definitely to be continued.

The original effort was to step up homogenized Vitamin D milk sales through stores in the metropolitan area.

Salesmen simply couldn't get around to all the outlets to do a thorough selling or educational job of explaining the difference between homogenized Vitamin D milk and the lower priced ordinary milk.

A series of direct mail pieces, one a month, was sent to independent grocers.

Homogenized Vitamin D milk, previously sold in insignificant quantities through independent grocery stores, was stepped up 700 per cent to a point where almost half the total milk sales volume of these outlets is now homogenized Vitamin D milk.

Borden is now also using direct mail on retail routes with considerable success. Drivers on retail routes are asked to turn in 20 names a month of likely prospects for Borden's Golden Crest Homogenized Vitamin D milk, which sells for two to three cents a quart more than regular milk. About 11,000 mailing pieces to these prospects have produced 2½ per cent replies, and sufficient orders to determine that the mailings will be continued.

One of the mailing pieces was an "Elsie-Gram," making use of the famous Borden cow and the importance usually attached to a telegram. Another was a "big" letter sent to grocers to stress that milk offers "A Welcome Relief for the Ration-Weary."

Borden, with a little over a year's experience in direct mail, has made it a permanent part of the Borden advertising budget.

Borden also uses direct mail to solicit orders for Certified milk from mothers of six-months-old babies in the Westchester area. This effort, too, has produced switch-overs from regular milk to the higher priced Certified milk in profitable numbers.

Letters emphasizing the value of Borden skim-milk, a surplus product, were sent to 8,500 physicians in the area and have assisted materially in establishing a profitable market.

In addition, Borden uses mail advertising with "stop orders," and messages to returning vacationists. Replies, in the latter case, when sought with return-addressed post cards, are bringing in over 80 per cent returns!

Reporter's Note: We reprint above interesting case history from "The Postage Stamp," excellent syndicated house magazine distributed in New York by Globe Mail Service, Inc., 150 West 23rd Street.

A M E N !

"Welcome Home, Joe" Copy:—
There has been much—too much—phony emotional copy during war. It has run in waves, with one advertiser skillfully developing new theme and then host of imitators rushing in to say "me too." Soon we'll be seeing more and more copy welcoming home GI Joe. Almost all of it will be accepted by Joe with amused tolerance; some of it, however, will strike decidedly sour note. Little of it will have any memory value—most of it will be ad budget waste. Any number of advertisers have readied highly charged pieces of Victory copy. One or two of those ads will leave lasting impression. All remainder will be forgotten day or two after they appear. It seems to us that much better welcome home copy for GI Joe will be copy that creates sales — because jobs are what our Joes want and sales make jobs.

From the always good "Grey Matter," h.m. of Grey Advertising Agency, Inc., 166 W. 32nd Street, New York 1, N. Y.



Dear Madam: Have you ever craved the joyous 'lift' of a vacation in God's great Out-of-Doors?

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.

OUR FACES ARE VERY RED . . .

The start of it all—

In our August issue we asked if any of our readers wanted to sell their copy of the **REPORTER** Study Course, as we had been receiving orders for them.

We received some answers . . . but still had more requests for copies than offers to sell.

Cause for embarrassment—

We were looking for some old records that we keep in a small store room here in the building . . . and unearthed a package containing *fifty complete copies* of the Study Course. Imagine our surprise!

Copies at \$18.50

These Courses are now offered for sale at \$18.50 per copy. (The original price was \$30.00.) If you want one, please send your remittance along just as quickly as possible. It will be a case of first come, first served. And when these are gone, there won't be any more. (We're quite sure now that there are no more hidden packages containing copies of the Course.)

THE REPORTER

17 E. 42nd St. New York 17, N. Y.

DO PEOPLE READ DIRECT MAIL?

(In Wartime)

On September 12th, *The Reporter* sent the following personally typewritten letter to a number of advertising managers of pharmaceutical manufacturers:

Dear (name):

In response to our article, "Are People Too Busy to Read Direct Mail" in the July issue of "The Reporter of Direct Mail Advertising," one of our readers has inquired whether there is any difference in the returns now and before the war. Have you had any experience which would help to answer this question?

If you have sent any direct mailings during the war which were of a sufficiently similar nature to any used before the war so that they could be compared with fairness, we should be very much interested in learning what your results have been. Have replies come in, in as high a proportion? Have they come as quickly?

Any information you could give us on this problem would be greatly appreciated.

Sincerely,

Henry Hoke, Publisher

We will give you a summary of seven replies received so far (from largest and most active advertisers). We agreed not to use the names.

1. Returns about the same.
2. Returns about the same. We attribute this to the stability of our market.
3. Returns about the same. We attribute this to the fact that physicians and druggists realize that pharmaceutical products are their "stock-in-trade" and they must keep up with what manufacturers are producing.
4. Returns about the same.
5. Returns about the same—although lists have been reduced—offers of samples have declined in general—and proportionately our percentage remains same.
6. Returns greater than pre-war. We attribute this to the interest in the newer medicinal and nutritional products which we have developed for use on the

home front, as well as for our Armed Forces—such as penicillin, the sulfa-drugs, vitamins, etc.

7. Percentage-wise returns would be lower but, considering the handicaps, etc., we believe actual returns are higher. We attribute this to our close attention to good artwork, good color selection, and good educational copy that considers the reader rather than the writer. Being in the medical field we of course have greater opportunity for the incorporation of educational material than most advertisers, but just the same we feel that the more we can serve the interests of the customer, through the provision of usable, informative information, the more merchandise we will sell concomitant with the acquisition of much new good will.

□ **CORRECTION.** In our August issue, page 18, we ran a small item about the formation of the National Council for Mailing List Brokers. It seems that the names of several of the organization were omitted. We are, therefore, glad to publish a complete and authentic list, furnished by Willa Maddern, the secretary.

Arthur Martin Karl, 25 W. 45th St., New York.

Willa Maddern, 215 Fourth Ave., New York.

Mr. Natwick, Mayfair Lettershop, 637 Madison Ave., New York.

Mr. C. H. Ruby, James E. True Assoc., 381 Fourth Ave., New York.

Mr. James E. True, 381 Fourth Ave., New York.

Mr. Proctor, Guild Co., 76 Ninth Ave., New York.

Mr. James Mosely, Mosely Selective List Service, 38 Newbury St., Boston, Mass.

Mr. C. W. Davisson, Davisson Mailing List Service, P.O. Box 183, Meriden, Conn.

Leonard Raymond, D-R Mailing Lists, 80 Broad St., Boston, Mass.

G. H. Youngren, Youngren Services, Inc., 53 W. Jackson Blvd., Chicago 4, Ill.

□ **ANOTHER VOL. 1, NO. 1.** The October, 1944, issue of "Non-Ferrous Forgings Digest," issued by The Brass Forging Association, 420 Lexington Avenue, New York 17, N. Y. 4 pages, 8½" x 11". Center spread shows a series of clean cut photographs, illustrating various forms of forgings with explanatory captions. Back page devoted to technical information, and also gives a list of the members of the Brass Forging Association. It's a simple, but well printed job.

As Required by Law

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933, of THE REPORTER of Direct Mail Advertising.

Published monthly at New York, N. Y., for October, 1944.

State of New York, County of New York, SS.:

Before me, a notary public in and for the State and County aforesaid, personally appeared M. L. Burfeind, who, having been duly sworn according to law, deposes and says that she is the business manager of the magazine, *The Reporter*, of Direct Mail Advertising and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the name and address of the publisher, editor, managing editor is Henry Hoke, 17 East 42nd Street, New York 17, N. Y. That the names and addresses of the business managers are Henry Hoke and M. L. Burfeind, 17 East 42nd Street, New York 17, N. Y.
2. That the owner is: Henry Hoke, 17 East 42nd Street, New York 17, N. Y.
3. That the known bondholders, mortgagees and other security holders owning 10% or more of the total amount of bonds, mortgages or other securities are: None.
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by her.

M. L. BURFEIND.

Sworn to and subscribed before me this 10th day of October, 1944.
Clarence F. Dunn, Notary Public. Commission expires March 30, 1945.

□ **SUGGESTIONS TO PAPER BUYERS.** On October 25, Strathmore Paper Company, West Springfield, Massachusetts, issued a booklet outlining the paper situation as it appears to John D. Zink, President of the company. After reviewing the world situation as it applies to inventories, raw materials, regulations, etc. . . . the booklet concludes with these pertinent suggestions.

This discussion indicates that there are several points which should have careful consideration by the buyers of fine paper:

1. Restoration of an adequate supply of paper of prewar qualities cannot be expected for at least several months after the end of the fighting in Europe.
2. Under probable future conditions it does not seem advisable to attempt to accumulate inventories of present war-time qualities of paper. In fact, inventories in all positions should be reduced to the lowest working minimum, bearing in mind, however, that supplies to maintain or restore these inventories will not be quickly available.
3. Purchase of war-time qualities for projects required in the immediate future should not be delayed with the expectation that postwar qualities will be available quickly after the war's end. It is very probable that prewar qualities with respect to weights, varieties, etc., will not be restored during the remainder of this year, and in all probability not during the first quarter of 1945.

BUILDING GOOD WILL

Here is the report:

I am enclosing a letter received from Baron Long, President of the Biltmore Hotel at Los Angeles that is self-explanatory. The Biltmore, as you no doubt know, is one hotel that still gives prewar service.

There was a slip on my desk asking for criticisms—the minute I arrived in the hotel. The desk clerks were so pleasant, I couldn't help but jot a note of appreciation.

The letter I am enclosing is an answer to that note.

The hotel even followed up with a note to my home, asking if they should continue to keep forwarding the records for any mail that might be expected.

There are too many hotels today who use the excuse of the war to let their service deteriorate.

As I wrote the President of the Palmer House recently, if all the war plants would use the same excuse as the hotels do, both Japan and Germany would be well established in these United States of ours.

J. M. Grolimund
Executive Vice Pres.
H. & A. Selmer, Inc.
Elkhart, Indiana

The letter from The Biltmore Hotel, Los Angeles, California:

Dear Mr. Grolimund:

We are very pleased to know that you found everything so satisfactory during your short stay with us, and we hope your travels will bring you our way again.

Of course, we are having our troubles like everyone else—and will be thankful when we can get back to normal and peace time living again.

The clerks at the front desk will be appreciative of your fine compliment so I'm taking the liberty of sending your letter on to them in order that they may enjoy reading it as I have.

Kindest wishes.

Cordially yours,

(s) Baron Long

P.S.: This is a Hoosier hotel—Charlie Baad is from Kendalville and I'm from Fort Wayne.

□ **A PLAN FOR AMERICA AT PEACE . . .** is the title of a 44-page, 6" x 9" booklet recently issued by the Electronic Corporation of America, 45 West 18th Street, New York 11, N. Y. Get a copy if you can. The story is told in charts and pictures and good copy. We like the foreword and print it in full:

America today is a land of epic achievement, epic stories. Never in its history has there ever been written such a story of a nation merged into a single unit with a common purpose, for a cause greater than anything man has ever lived for.

We here at the Electronic Corporation of America have watched these achievements, have helped write these stories. In our own modest way we have helped cross the t's and dot the i's in the country's inspiring saga of victory. As an industrial unit—a community of engineers and technicians—we have planned, blueprinted, created weapons to help destroy the Axis. In our own plants we have seen our workers, men and women, Negro, white, Christian, Jew, Republican, Democrat, liberal and conservative—seen them working together, hoping and striving as Americans together.

They have inspired this booklet. It is for them and their kin at the battlefronts, for millions like them all over America that ECA has felt it necessary to contribute its collective thought in the shaping of the postwar future.

MARGIN FOR ERROR! . . .



Using "Address-Saver" window envelopes reduces by 50% chances for mistakes in addressing envelopes—also saves costs and time. "Address-Saver" Window Envelopes are made only by Tension. Tension knows how!

TENSION ENVELOPE CORP.

Serving the Government and our Civilian Customers

New York 14, N. Y.
345 Hudson St.

St. Louis 3, Mo.*
23rd & Locust

Minneapolis 15, Minn.*
500 South 5th St.

Des Moines 14, Iowa*
1912 Grand Ave.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.

Send for This Free Specimen Book

53—COLORS, BLACKS, WHITES, COMPOUNDS
Write to International Printing Ink, 350 Fifth Avenue, New York 1, N. Y. Branches in principal cities.

ipi *Everyday* INKS

OPPORTUNITY for PROMOTION MAN ABOUT 35 YEARS OLD

One of the oldest and largest direct mail producers needs one or more men who have gone far enough in the sale or use of direct mail to prove their qualifications for further development.

The opportunity is in advancement to senior sales work or to executive work in management or sales or production as determined by aptitude and reaction to training.

Rapid growth in recent years plus aggressive program for further expansion guarantees unlimited opportunity for years to come.

Start about \$3900.00. Location, New York City.

Write Box 338 R, 159 E. 34th St., N. Y. C.

CLOSE-OUT Sale!

GIANT SIZE! Dozens of uses in every office! Paste up advertisements, clippings, photos, samples, etc., etc. Size 26x26 inches. Heavy lifetime covers with reinforced leather corners. 3 adjustable metal binding posts, 100 black loose-leaf pages. Amazing Value—Only \$15 each while they last! Send check with order. Money back if not satisfied.

(Ask for illustrated price list of Album-Scrap Books in smaller sizes.)

SAMUEL J. UNGER, 3 East 14th St., New York 3, N. Y.

STATISTICAL REPORT

Reading the House Magazines this month—we caught an interesting report in the September issue of "Onward," h.m. of the Bankers Life Company, Des Moines, Iowa.

A salesman, "Wes" Roeder of Racine, Wisconsin, gives some figures on his use of company recommended prospecting letters offering souvenirs. His report in part reads:

"I began using D.M.A. souvenir letters at the end of eight months with the Company at a time when it appeared 'that I would have to leave the business if I didn't solve the prospecting problem. Since I was a complete stranger to Racine when I first arrived in December, 1942, my chief

problem was prospecting. The problem was highlighted during the drought of June and July, 1943, and D.M.A. letters were a desperate stab to salvage me as an insurance salesman. While a major part of that job still remains, D.M.A. souvenir letters have eased the task. Here are the facts, all verifiable from complete and accurate files.

"In the 12-months' period I circularized my allotment of names—about half of which were to families with new babies and half to names from our city directory. I received 197 requests for Atlases, Diaries, Thermometers, and Key Containers, with the latter covering about 150 requests. It is my favorite because of the convenient size, outstanding quality, and universal appeal to men.

"The 197 request cards produced 180 interviews—24 sales for a total of \$62,000 of business and \$1,186 commissions (first year). Being statistically inclined, I find that every name I sent mail to was worth 53 cents; every interview obtained was worth \$6.60; my average commission per thousand was \$19.00 (a high average, no?), average size of cases \$2,600, ratio of interviews to sales 8 to 1 (normal for me). Important, too, though sad, \$7,500 on three cases was rejected; \$11,000 was written but not completed. Had this lost business been completed, the picture would be even more favorable.

"A very careful survey of the 156 interviews in which sales were not made reveals 20 cases in my **Very Active File**. These 20 cases represent a potential \$100,000 of excellent business. I wouldn't want to settle for less than \$75,000 from these names in the next 12 months."

U. S. MUST PAY POSTAGE

Government agencies will now be held accountable for the amount of mail they send through the United States Post Office because of the enactment into law by Congress of the Burch Penalty Mail Bill, effective July 1. Under the terms of the new law, penalty mail, which has added to the expense of operating the post office department and was charged to other classes of mail, will now pay its own way by means of a system of charges to the agencies and credits to the postal service.

An exception is being made of mail sent by the United States Army, Navy, and the Selective Service Bureau for the duration of the war and six months thereafter.

The system to be employed is that an accurate quarterly recording of penalty mail handled for each department and agency will be made; the cost of this will be determined by the Postmaster General, after which each such department and agency will be required to deposit its postage costs in the general funds of the Treasury Department.

ONE . . . FOR THE BOOK

Here's part of a letter from an oldtime advertising friend. We'll keep his name out of it.

While I expect to renew my subscription to **The Reporter**,—probably next month—I really am not getting too much out of it these days. No doubt the war's limitations on direct-mail curtail the amount of honest-to-goodness news obtainable in that field. At all events what I chiefly get out of **The Reporter** just now is information about misuse of paper and of the mails and other items which are interesting enough in themselves, but have no elements of profit from my standpoint.

Of course I always enjoy your style when you let go on any subject and like to keep in touch with your trend of thought, but I wonder if your publication can't reacquire some of the diversified interest with a direct profit angle to the reader which it had two years ago.

Our answer:

No one would like **THE REPORTER** to get back on straight Direct Mail news more than its editor.

I know that what you say in your letter is just about 100% true. The whole Direct Mail industry has fallen off more than any other medium of advertising, since Direct Mail was essentially a selling tool.

I have kept my eyes very close to the situation. I have tried to keep the magazine lively, by showing exactly how printed promotions are being used in spite of the absence of goods to sell.

The turning point has not yet come . . . but the minute it does, you can bet your boots we will be back on the bandwagon.

We could have added: "Concerning the 'profit angle' . . . blankety blank - - - -! etaoishrdwcmf, etc."

CLASSIFIED ADS

AVAILABLE

ONE OF THE BEST mail advertising men in New York can serve one other account on retainer basis. Outstanding record in publishing, welfare, and retail field. Powerful writer—knows lists, layout and production. Creates original formats. College graduate, 43, married. Top references. Box 102, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

COPY

ANALYSIS OF ADVERTISING—Printed or radio; technical or nontechnical. Analysis of copy, layout, typography, art, media and follow-up. C. Beach, 8914 La Salle Blvd., Detroit 6, Mich.

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HELP WANTED

PHILADELPHIA ADVERTISING agency, editing a number of house magazines with national circulation in various fields, offers the opportunity of a lifetime to a comparatively young business man who *looks right, talks right, and can write*. House Organ experience (proven ability to write articles and editorials of general business interest as well as articles and "straight advertising" relating to specific industries and products) desirable but not absolutely essential. Work requires a man with personality and ideas, and the ability to "put over" both. We are a recognized agency, established in 1929, handling all types of advertising and sales promotion, seeking an associate to grow up with us and eventually become one of our key men. If you believe you are the man, write us—in confidence. Box 101, *The Reporter*, 17 East 42nd St., N. Y. 17, N. Y.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SALES LETTERS

SALES LETTERS that satisfy. I write them. Folder on request. Jed Scarboro, 10 Wetmore Ave., Maplewood, N. J.

SPECIAL

IF YOU LIKE THIS ISSUE . . . and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Rate \$3.00; Special Two-Year Rate \$5.00. *The Reporter*, 17 East 42nd St., New York 17, N. Y.

ANOTHER ONE FOR THE BOOK

Dear Mr. Strutzenberg:

This is to advise you that I did not overlook your memorandum invoice for *The Reporter*. I simply do not choose to renew my subscription at this time. I will ask you to stop sending copies to me for the time being.

When the war has ended and your media is no longer filled with controversial and propaganda subjects, and is again devoting itself to a direct mail advertising industry, I will be very happy to spend the time to read it.

Please do not think that I am unduly criticising your publication but I believe that my local newspaper contains enough of such subjects, and enough is enough.

We are doing our utmost here to aid, to the very limit of our resources, the war effort and when I leave the turmoil of the day I just do not care to carry it home with me any more than is necessary.

From an executive in a midwest financial organization (name deleted)

Reporter's Note: Sure would be nice if we could fill *The Reporter* each month with glowing accounts of successful Direct Mail campaigns, test reports on how much money this mailing made compared with another way of doing it. Sure would be nice to go home . . . and forget the whole damn mess. Sure would!

AN ILLITERATE BRAZILIAN'S LOVE LETTER

Even an educated American would not be able to use the poetic terms which came naturally to the lips of the illiterate Brazilian native who asked C. Kay-Scott to write for him, at his dictation, a love letter to accompany a small package:

"White-souled Lily of Christ, crystal jewel of happiness, I send you this handkerchief. It has a sigh at each corner and the Good Jesus in the center. I lay down my life as a cushion for your pretty little feet. I will see you if God wills next Sunday at the same place. From your worshipping dog, Manoel José."

There's more to the story. Mr. Kay-Scott was also asked to deliver the note and package, with solemn instructions that she and she alone should be given them. He found the little lady playing with a pet marmoset. She thanked him. When he asked his way to the next village, she smiled and said: "Ride down to the edge of that field and my husband will show you. God go with you, Senhor."

From The Curtis Courier, h.m. of Curtis 1000, Inc., Hartford 6, Conn.

FOR SALE

Nationally used list of Known and Potential Givers to Charity, covering all New England. This famous mailing list has raised hundreds of thousands of dollars for a clientele reading like a "Who's Who" of National and New England philanthropies.

Financial services, luxuries, etc., have found it well worth repeated use.

40,000 "B" Stencils with three line addresses plus salutation line, tabbed for automatic selection by sex, size of gifts, etc. Cabinets, trays, and all other equipment now in active use. Ribbon print Addressograph with counter, automatic selector, and other extras, and Graphotype, Elite "Up-lo" type. A.C. motors. Also several thousand extra frames.

Card file with irreplaceable original data may be purchased but need not be to take full advantage of the data on stencils. List cost us to compile, revise, cross index and check, over \$20,000, and has justified its cost many times over.

You get full benefit of this investment if you act at once, for **less than the cost to replace the mechanical and stencil equipment.**

No gamble involved in purchase as you may test entire list first thru rental addressing of your empty envelopes at \$7.50 per thousand. List accuracy is guaranteed 98% thru our refund of postage on all returned first class mail in excess of 2%.

Reason for selling: Founder of business recently retired at advanced age.

Address: ALBERT D. HERSEY, 881 CENTRAL AVENUE, NEEDHAM, MASS.

JUNIOR COPY AND PLAN MAN

NEEDED BY LARGE DIRECT MAIL PRODUCER

25 to 30 years old, some education or experience in research or sales promotion or magazine circulation mail sales would be desirable. May do some field work under senior salesman.

Start about \$2600.00. Location, New York City.

Write Box 339 R, 159 E. 34th St. New York City

GUILD SINCE 1899 LISTS

When you think of mailing-lists—think of GUILD

76 NINTH AVENUE
NEW YORK 11, N. Y.
Chicago Office, 7 So. Dearborn St.



"We see by

TOMORROW'S PAPER..."

After the war, printers and buyers of printing will benefit from improved paper standards. Like every other paper maker, International Paper Company has been forced, through war scarcities and restrictions, to produce sub-level paper.

But out of the trials and tests have come many interesting and fruitful results. All this experience will be at your service at the end of the war. Then International will produce even better paper than ever.

BUY BONDS...SAVE WASTE PAPER

International



PAPER COMPANY

220 E. 42nd ST., NEW YORK 17, N. Y.

PAPERS FOR PRINTING AND CONVERTING

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